

DALLAS



PARKER-GRIFFITH

SEPTEMBER

Texas on Parade

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DALLAS WILL---

- People have made this a city of warmth and personality.
- Our city's second century begins in a changing world which threatens those priceless qualities which have made her great.
- Doing their part daily to preserve and cultivate these qualities are your health and welfare agencies in Dallas.
- You maintain this heritage through your support of the

CommUNITY Chest
of Greater Dallas

FIRE, WINDSTORM,
AUTOMOBILE...AND
INLAND MARINE
INSURANCE

This strong company, with more than six hundred agents in Texas alone, welcomes the opportunity to provide your insurance needs. Gulf agents and policyholders are invited to call on us during their visit to the State Fair.

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Chairman of the Board

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President

T. R. MANSFIELD

Executive Vice-President

GULF INSURANCE CO.

HOME OFFICE - - THOMAS BUILDING, DALLAS, TEXAS



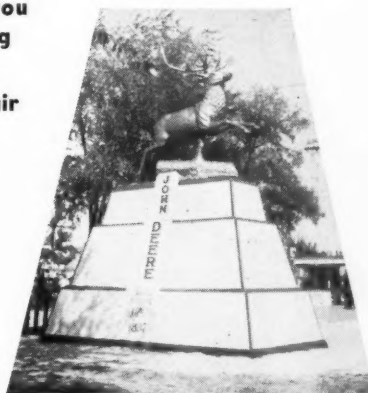
"I will never put my name on an implement that hasn't in it the best that is in me."

Down through the years this century-old principle expressed by John Deere in 1837 has been the dominating influence in every step of developing, perfecting, and manufacturing John Deere cost-reducing tractors and farm equipment for farmers in all parts of the world.

Through the lean years as well as in the prosperous years, there has never been a let-down in the efforts of this company's vast engineering staff... men working out new ideas... developing improved designs in farm machinery... craftsmen in laboratory, field, and factory testing again and again, under every conceivable condition, raw materials and finished products... making certain that every machine, in every part, measures up to the John Deere standard of quality.

Let us greet you
by the leaping
deer.

Texas State Fair
1941



JOHN DEERE PLOW COMPANY

Houston — Dallas — San Antonio



Dallas Pioneers

**Years of Progress
INVITE
Greater Confidence**

Old firms like old friends have demonstrated their worth through years of plenty and lean years of hardship. The concerns listed on this page have an enviable record and are known as "old friends" by thousands of customers and people living in this section.

Established

1869 Padgett Bros. Company
72 Years
*Leather Goods—Wholesale
and Retail*

1869 The Schoellkopf Co.
72 Years
*Manufacturers and Wholesale
Distributors*

1872 Dallas Ry. & Term. Co.
69 Years
Street Railways

**1875 Dallas Trans. & Term.
Warehouse Co.**
66 Years
Transfer

1875 First Nat'l Bk. in Dallas
66 Years
Banking

**1875 Higginbotham-Pearlstone
Hardware Co.**
1875—66 Years
*Wholesale Hardware and
Furniture*

1876 Fakes & Company
65 Years
*Furnishing Texas Homes
Since 1876*

1876 Charles Ott, Inc.
65 Years
Safes, Locksmiths and Guns

1876 Trezevant & Cochran
65 Years
Insurance General Agents

**1876 Ed. C. Smith & Bro.
Undertaking Co.**
65 Years
Funeral Directors

1885 Mosher Steel Co.
56 Years
*Structural Reinforcing Steel
and Machinery Repairs*

1889 J. W. Lindsley & Co.
52 Years
Real Estate, Insurance

1890 William S. Henson, Inc.
Successors to:
J. M. Colville & Son
51 Years
Printing and Advertising

Established

1893 Fleming & Sons, Inc.
48 Years
*Manufacturers—Paper and
Paper Products*

**1896 Briggs-Weaver
Machinery Co.**
45 Years
*Industrial Machinery and
Supplies*

**1897 Merchants Retail Credit
Association**
44 Years
"Fact Bilt" Credit Reports

1899 Dallas Plumb'g Co., Inc.
42 Years
Plumbers

1900 John Deere Plow Co.
41 Years
Agricultural Implements

1903 Republic Insurance Co.
38 Years
*Writing Fire, Tornado, Allied
Lines, Automobile and Inland
Marine Insurance*

1904 Atlas Metal Works
37 Years
Sheet Metal Manufacturers

**1908 Stewart Title Guaranty
Co.**
33 Years
Abstracts of Title, Insurance

**1909 Hutchinson-Bonner &
Burleson**
32 Years
Certified Public Accountants

**1911 Graham-Brown
Shoe Co.**
30 Years
Manufacturing Wholesalers

1912 Stewart Office Supply Co.
29 Years
Stationers—Office Outfitters

**1914 Texas Employers
Insurance Assn.**
27 Years
Workmen's Compensation Ins.

**1932 Metropolitan Building &
Loan Assn.**
9 Years
Savings and Loans

DALLAS

VOLUME 20

NUMBER 9

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SAM TOBOLOWSKY Business Manager
ED FLOYD Advertising Manager

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MILLIONS FOR DALLAS

☆ The State Fair of Texas has brought millions of people to Dallas—for twenty-one years an average daily attendance of over 50,000—a marvelous record.

☆ The Fair has also brought millions of dollars to Dallas, to Texas and the Southwest, through its efforts in fostering better agriculture, better livestock.

☆ This bank, organized eleven years before the first State Fair, has been conscious of its worth through these many years, has gladly cooperated in its growth, and now urges your fullest support of the 1941 Fair, with its many new educational features, new amusements.

**FIRST
NATIONAL
BANK
IN DALLAS**

Salute to the State Fair of Texas



IF you got in your car and started on a tour of the state it would take you many days to cover the vast region that is Texas and to see the hundreds of things that combine to make this the greatest state in the nation.

This is a journey that comparatively few of us have had the pleasure of making, although most of us would like the experience and here is where the annual State Fair of Texas, which will be held in Dallas, from October 4-19, is invaluable. At this great exposition, the largest of its kind in the nation, you can see Texas in a nutshell. Every region of our great state is represented in one form or another. In fact, this year will be the fifty-third time that all Texas has joined hands to present a concentrated picture of its vast empire.

Cattle from the plains, machines from industrial centers, fruit and vegetables from the fertile valley and other regions, oil from the nation's greatest pools, resources from the north, east, south and west—all of these will be on display at the Fair—a glamorous parade of the state's progress.

Beautiful stage shows, productions that will equal anything to be seen on Broadway, will also be offered, and a football game between the University of Texas Longhorns and a team from Oklahoma University in our neighboring state will highlight the athletic program.

The \$15,000,000 fair plant will be dressed in gay flags and bunting and hundreds of thousands of people not only in Texas but from throughout the nation will attend, and each of them will go home with a better understanding of the Lone Star State.

To me this great fair is a monument to coöperation. It is an example for the nation of what can be done when everyone pulls together. It is also a tribute to Mr. Harry Seay, president of the Fair, and his fine board of directors who work twelve months out of the year in order to produce this wonderful 16-day show.

I am proud to live in a state that has the ingenuity and ability to build such an exposition.

George W. Allam

Governor of the State
of Texas

Texas on Parade

WHEN the gates of the State Fair swing open on October 4, the people of Texas will be offered the greatest fair in the institution's 53-year history. This may sound like ballyhoo, but I will attempt to show you why we are prouder of this fair than any of its predecessors.



MR. SEAY

In the first place, those persons connected directly with the fair, its directors and paid employees, have put forth tremendous effort to assemble both educational and entertainment features that will make this exposition the most complete we have ever produced.

For the last eleven months we have been planning for this year's show. Several of us have traveled thousands of miles for scores of conferences in an effort to get more exhibits, better shows, attractions we felt the people of Texas and the Southwest would want to see—things that will retain for this fair the title of the greatest show of its kind in the nation—and we got them.

When we look at the \$15,000,000 plant that houses the fair today it is hard to realize that back in 1886, when it first started, the exposition was held in a few scattered tents on muddy, weed-covered grounds. But that is how it began and though the celebration came near dying several times due to heart-breaking financial setbacks, its founders

By Harry Seay

President, State Fair of Texas



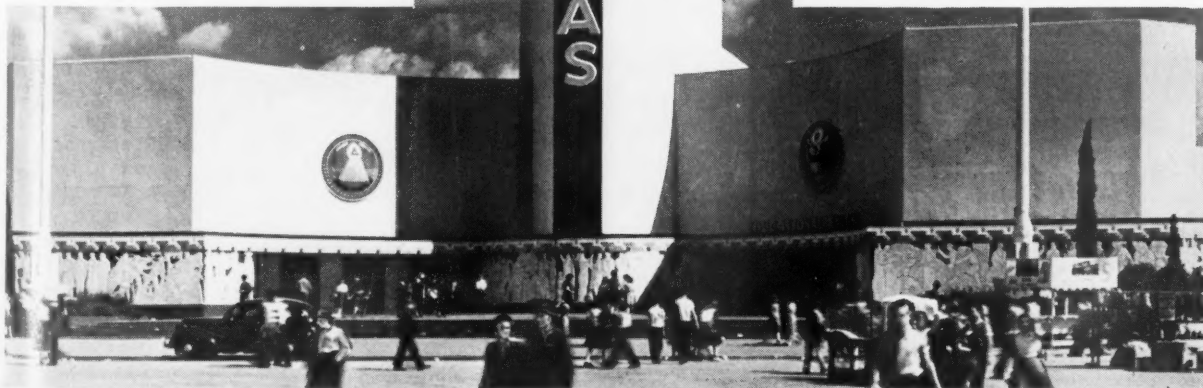
kept fighting because they knew the fair's potential worth as a drawing card. They visualized the thousands of people it brings to Dallas annually. They foresaw the increased number of purchasers it would supply our merchants and our industries and they could see the fair's worth as a city-builder.

More than once the pioneers in this venture had to dig into their own pockets and pay out large sums in order to keep the fair going. For several years the celebration was run on the personal credit of its directors who knew when they accepted posts on the board that they would probably be called on for financial assistance.

One instance which shows the faith these men had in Dallas and the fair occurred during the purchase of part of the present fair grounds. It was in 1886 and the fair officials wanted to buy 70 acres upon which to put buildings for the Dallas State Fair and Exposition. Difficulty arose over how to pay for the land with only \$13,000 in the treasury. Finally W. H. Gaston volunteered to make the purchase. He paid \$16,000 cash for the land and sold it to the Fair Association for \$14,000, taking stock in payment, the difference of \$2,000 being his donation in the venture. This transaction allowed the fair to have its grounds and still have its \$13,000 with which to construct buildings, etc.

That same civic pride is reflected in the fair's board of directors today. Each member has given much of his time in

(Continued on Page 22)





GATEWAY to WONDERLAND

***T**HE colorful Esplanade at the State Fair of Texas is one of the most impressive walkways of its kind in the nation. Flanked by colorful buildings, which are decorated with murals painted by internationally famous artists, the Esplanade presents an exciting setting which instills in one the spirit of the fair as soon as he enters the grounds. With banners flying and the cooling waters of the lagoon rippling in the breeze, the Esplanade is an unforgettable sight. And in all directions from this beautiful entrance lie the exhibits and amusements which make the State Fair of Texas the greatest exposition of its kind in the United States.*

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On the Midway

THE mile-long Midway of the State Fair of Texas is internationally famous as a fun center. This million dollar thoroughfare offers entertainment and games for all. By night, with its thousands of electric lights and neon signs twinkling, the Midway presents a sight of breath-taking beauty as it is seen from atop a ferris wheel.



BY day the Midway echoes with the sound of barkers and the happy babble of thousands of men, women and children as they take in the sights. "Hot dogs—hamburgers—See the bearded lady—Ride the most daring machine of the age—It's Bingo time again—Hit the target, win a prize—See the beautiful girls!" It's Texas having fun.





MAJOR annual attractions on the Midway are the trained animals and the clowns. They are always good for a laugh, and each show-time finds the tents packed. This year some of the nation's most famous circus clowns will be seen at the fair.



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DALLAS



ONE of the most popular attractions on any Midway is the ferris wheel, and the State Fair boasts two gigantic wheels which are constantly filled with thrill-seekers.

THE Midway also caters to the youngsters, has many riding devices which were designed just for them. For instance, the young lady above is enjoying a ride on the kiddie ferris wheel.

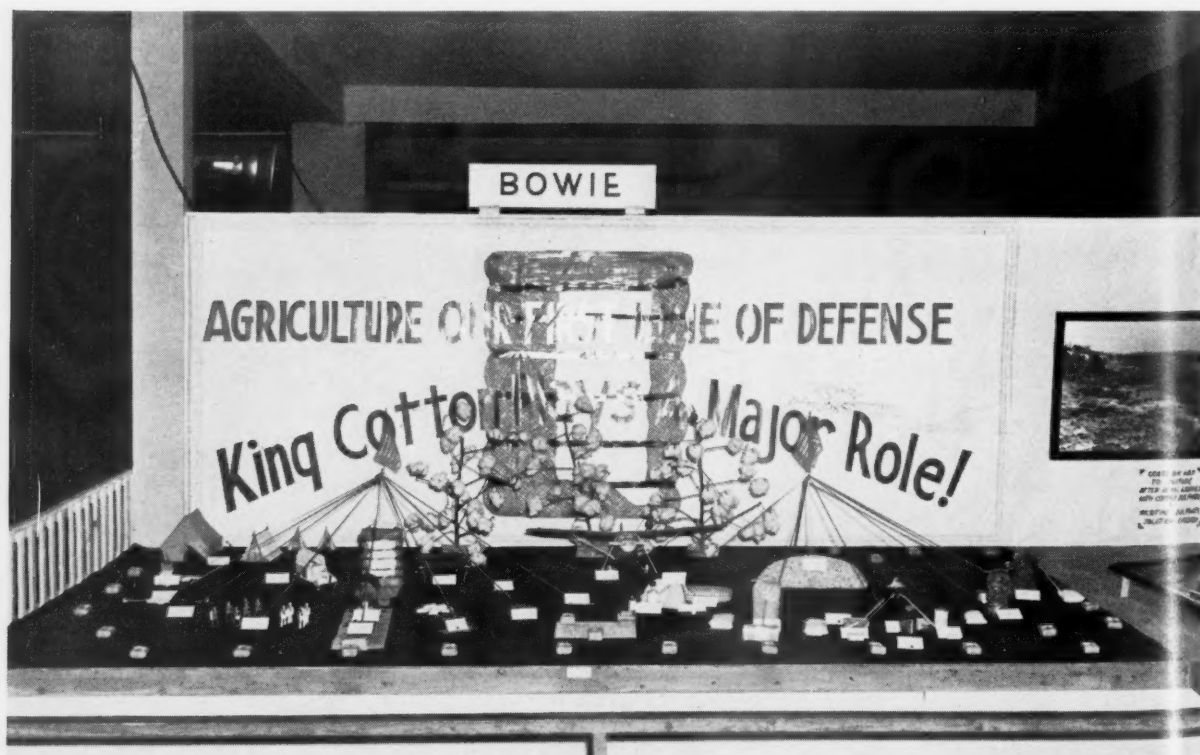


ALWAYS seeking new thrills for Midway addicts, officials of the State Fair of Texas may sign a new concession known as Water Bugs this year. The rider gets the sensation of traveling in a speed boat.

Grown in Texas

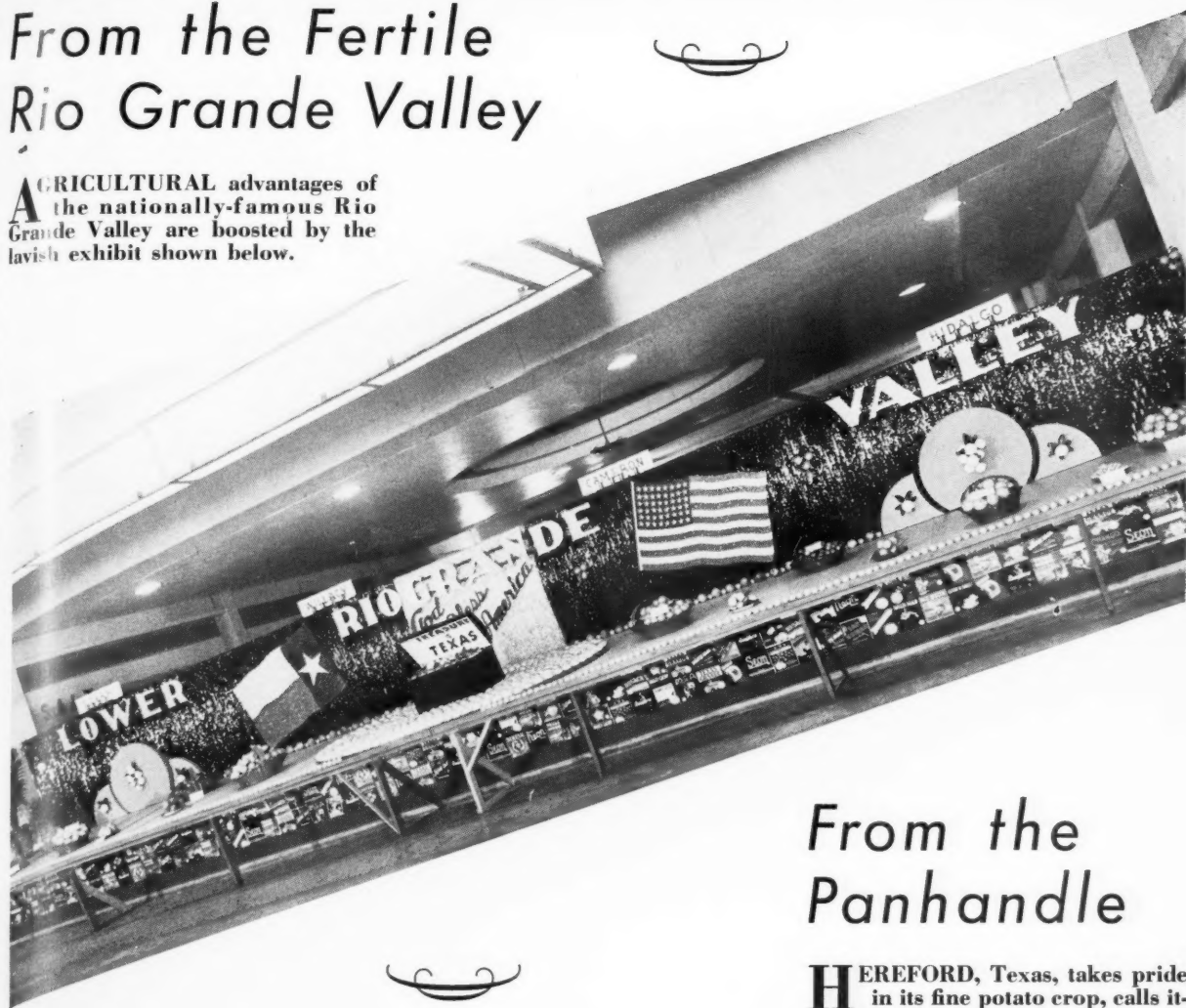


MANY of Texas' 254 counties take pride in having exhibits at the State Fair of Texas and plan them for months ahead. Two good examples are the booths shown on this page. One boosts Texas-grown wool while the other shows the part Texas cotton is playing in the defense program.



From the Fertile Rio Grande Valley

AGRICULTURAL advantages of the nationally-famous Rio Grande Valley are boosted by the lavish exhibit shown below.



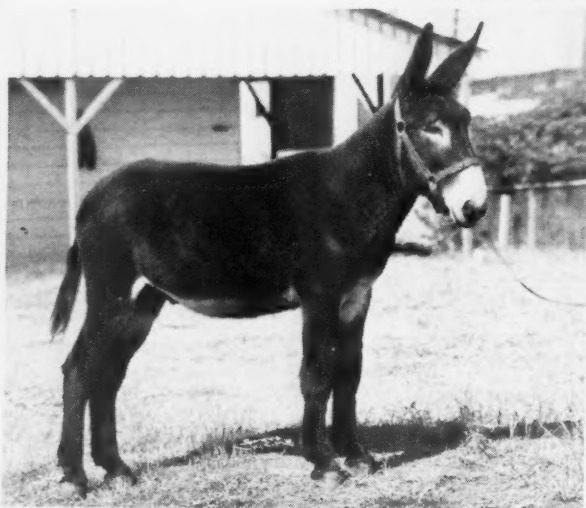
From the Panhandle

HEREFORD, Texas, takes pride in its fine potato crop, calls itself the "Last Frontier of America," gets its story over to the entire state with an exhibit at the fair.



They're Champions

ONE of the finest features of the fair is the livestock section which draws literally thousands of farmers and ranchers to Dallas annually. Shown here are excellent examples of the type of animals entered in the judging contests.



Other Attractions

JITTERBUGS will find a haven at the fair in the new dining and dancing spot to be erected in the Automobile Building. Chief attraction will be Orrin Tucker's orchestra and Wee Bonnie Baker, shown together at right. Directly below is seen the Midway jam caused by school children on Kids' Day at the Fair.



TWO other attention-getters for the fair are shown here. Above is a section of the Hobby Show, which draws entries from adults and children alike. Below are seen two tables laden with bread and cakes baked by experts and entered in the fair contest.





THEY CAME . . . THEY SAW . . . THEY SOLD THEMSELVES

At America's Greatest State Fair

Back in the horse and buggy era it took days to come to the Fair if any distance had to be covered. In those times the attendance was small but those pioneers saw the bigger things to come . . . a show window of the Southwest.

Modern transportation facilities and the wisdom of the State Fair organization in keeping abreast of the times have made the exhibition so outstanding that the attendance in 1940 set an all-time high.

We exhibitors are proud of our fair . . . of our products . . . and of our part in building this outstanding institution. We are happy that this record crowd came . . . saw . . . and sold themselves at America's greatest State Fair. We are expecting you again at the bigger, better State Fair of Texas in 1941 . . . at Dallas . . . October 4th to 19th.

Burrus Feed Mills
Dallas, Fort Worth, San Benito

Chambers Range Store
3105 Oak Lawn, L-6-3833

Cummer-Graham Company
Wood Boxes and Crates

Dallas Air Conditioning Co., Inc.
3500 Commerce, T-3-2154

Dallas Bottling Company, Inc.
3917 Main Street, T-3-8400

Dallas Coffee and Tea Company
1205 Camp Street, R-3123

Lee Dingee & Sons, Distributors
Martinelli's Apple Cider and Apple Juice

Dr. Pepper Bottling Company
429 Second Avenue, T-3-8164

The Frito Company
1405 North Haskell, T-3-9913

Harley-Davidson Sales Co., Inc.
2932 Commerce (Motorcycles), R-2556

R. D. Hughes Sales Company
Specialists in Cotton Draperies
2106 South Lamar, 1812 Main Street

W. J. Lawther Mills
5225 Maple Avenue, J-8-6071

Magnetic Ray Clinic
2023 Main Street, R-6700

Muehlebach Distributing Company
2312 Griffin Street, C-3232

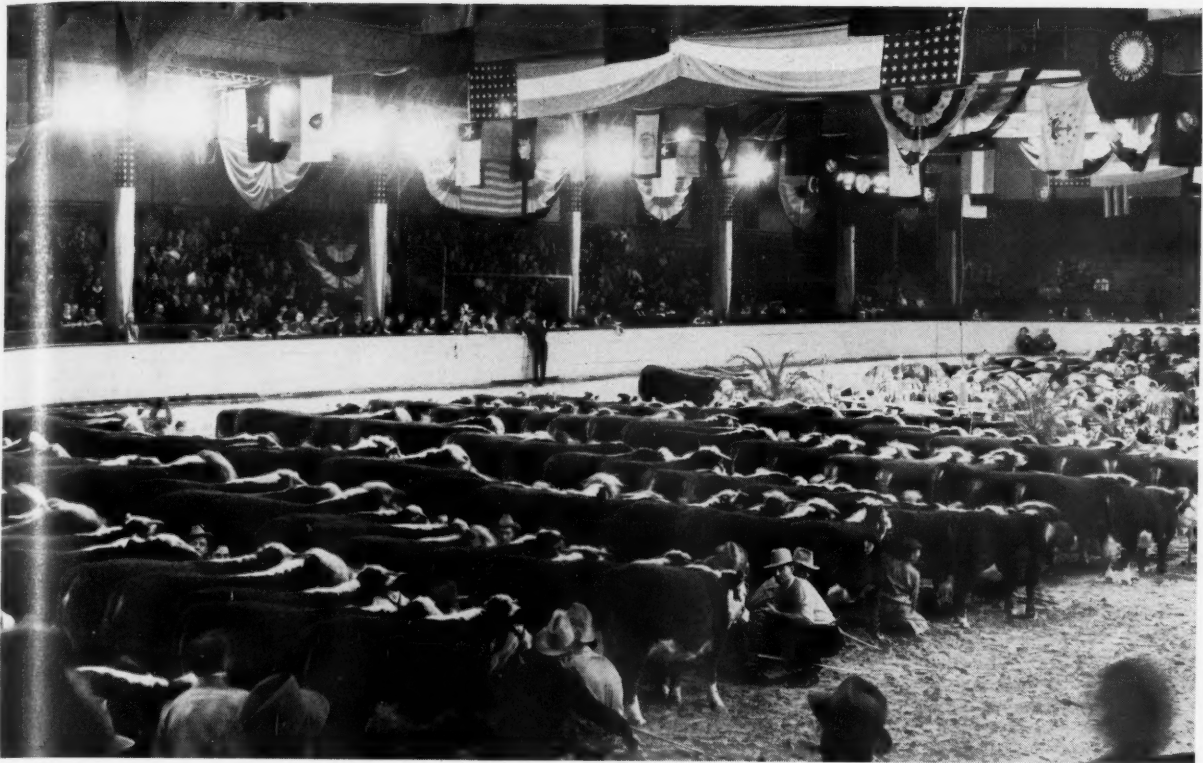
Nehi Bottling Company
816 Exposition, T-1181

Overhead Door Company of Texas
2835 Fort Worth Avenue, W-3967

7-up Dallas Company, Inc.
2700 Live Oak Street, T-3-4127

Shamburger Business College
5101 Columbia Avenue, T-3-6768

Texas Produce Company
608 South Pearl Street, R-6527



Livestock enthusiasts travel hundreds of miles to attend the State Fair of Texas livestock show. A typical scene above shows judges inspecting cattle valued at hundreds of thousands of dollars in the Livestock Arena.

LIVESTOCK SHOW TO MAKE HISTORY

NEVER before in the history of the State Fair of Texas has it presented a livestock show of the proportions and interests that will greet fairgoers this year. In reality, the livestock show is a series of shows, offering an aggregate of \$100,000 in premium money and at which Texas' and the nation's foremost breeders will exhibit prize cattle, sheep, hogs, goats, horses, mules, jacks and jennets.



MR. HOLLAND

The National Hereford Show will be appearing at the State Fair for its third consecutive year, an unprecedented occurrence, and will attract 1,000 or more head of the white-faced beef animals. Premium money for this show alone amounts to \$30,000, which is \$5,000 more than the record-breaking sum offered when the show was held at the fair for the second consecutive time last year.

By Frank P. Holland, Jr.
Chairman of the State Fair Livestock Shows Committee

The National Aberdeen-Angus Breeders Association will present its first National Aberdeen-Angus Show, and has chosen the State Fair of Texas for the premiere of an annual attraction which promises to attain the nation-wide interest and importance of the Hereford show. More than 500 head of the increasingly popular black beefers are expected to participate in the Aberdeen-Angus Show, for which the substantial sum of \$10,000 has been posted in premiums.

Several thousand head of sheep, goats, hogs, horses, jacks and mules and dairy cattle will compete in their respective divisions and classes for additional prize money, totaling \$30,000.

The fair's junior livestock shows, which invariably develop keen competition from the state's youthful breeders and feeders, will divide several thousand dollars more in classifications for steers, dairy cattle, hogs, and sheep. These

events will reach a climax on Thursday, October 16, with the Junior steer sale.

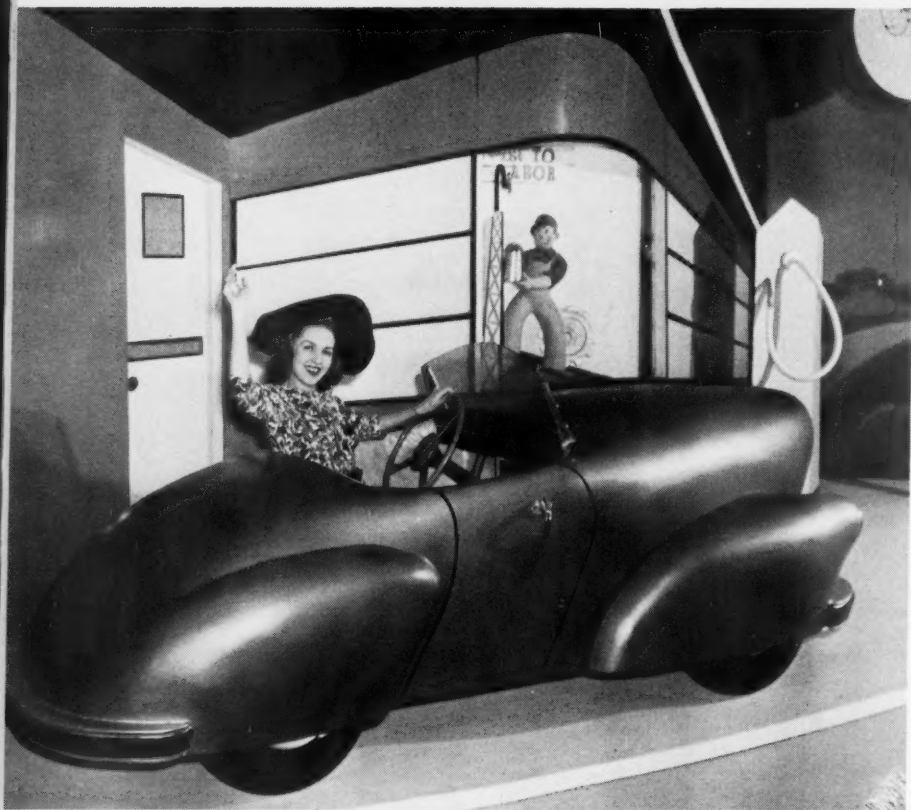
During both the 1939 and 1940 National Hereford Shows at the State Fair of Texas, the grand climax was reached with the Parade of Champions, when the "best of the best" were chosen and awarded ribbons and trophies.

This colorful event will be repeated again this year by the National Hereford Show and a Parade of Champions will also be held by the National Aberdeen-Angus Show, making two such climactic exhibitions to delight the hearts of all cattle lovers, professional or amateur.

Judging in the livestock department will begin on Monday, October 6, although thousands of animals will be in their stalls on opening day as handlers groom them for competition.

First event will be judging of Shorthorn cattle. Also scheduled for that day is judging of Milking Shorthorn cattle, Red Polled cattle, Jersey bulls, all breeds of junior dairy cattle and junior hogs. Judging will continue through Wednesday.

(Continued on Page 27)



Two phases of the national oil exhibit to be seen at the State Fair of Texas for the first time this year are shown here. The young lady above drives a car into a filling station for service. Below is shown the aerial phase of the display.



OIL At the FAIR

By H. S. Moss

Chairman of the State Fair Oil Exhibits Committee

THIS year the State Fair of Texas will offer a new permanent exhibit which will be of interest not only to Dallas and Texas but to the entire Southwest.

Housed in the General Exhibits building will be a colorful and comprehensive



MR. MOSS

display depicting the history of oil from the discovery of the first producing field in America in 1857 down to the present era of scientific production and refining.

The exhibit was first seen at the New York World's Fair and it was brought to Dallas through the efforts of Jack Pew of the Sun Oil Co., who went to New York and persuaded the sponsors that this city was the logical site for the display's permanent home.

Occupying a total of 24,300 square feet, the exhibit's popularity is seen in the fact that 10,000,000 people viewed it at the World's Fair. Total cost of the display, including its building in New York, was \$550,000 and it cost the State Fair of Texas \$10,000 to move it here.

Sponsors of the show in New York were: Richfield Oil Corp. of New York, the American Oil Co., the Gulf Oil Corp., the Shell Union Oil Corp., the Sun Oil Co., the Atlantic Refining Co., the Sinclair Refining Co., the Pure Oil Co., the Cities Service Oil Co., The Texas Co., the Standard Oil Co., the Socony-Vacuum Oil Co., Inc., the Tide Water

(Continued on Page 37)

The State Fair of Texas ---

AN AGRICULTURAL LABORATORY

THE Texas State Fair was organized many years ago for the purpose of assembling for display samples of varied farm products and livestock from the farms and ranches located in Texas. Texas was then a young state—its agricultural possibilities had not been proven



MR. CARPENTER

and expanded. At that time the native Texas longhorn grazed on the wide open ranges. The fertile black prairie land of Texas was then being taken over by the farmer. The State Fair exhibits each year during that period of time and continuing annually since have given a great impetus to the improvement of Texas farm and ranch products of every kind.

Notwithstanding the fact that Texas seems to have been God's chosen place on the universe for the production of cotton, due to climatic and soil conditions, I think it can truthfully be said that the Texas State Fair has had much to do with making Texas the greatest cotton producing state in the Union. The exhibits of fine cotton at the annual agricultural show of the Texas State Fair and the educational effects thereof have encouraged many farmers in every part of Texas to acquire and plant better cotton seed and, thus, as the years have gone by, the production and class of the staple have been improved.

The same thing can be said about corn and maize and, for that matter, every character of farm products. The agricultural department of the Texas State Fair has been what you might call an agricultural short course and it was established before the short course of the A. & M. College was inaugurated. I have no doubt but that the agricultural exhibits of the Texas State Fair have had much to do with the inspiration of the various members of the faculty of the A. & M. College and, in all probability, had something to do with causing the establishment of the short course now conducted by our great A. & M. College. The same thing can be said as

By John W. Carpenter
Chairman of the State Fair Agricultural Committee

to the livestock, swine and poultry of every kind and when you visit the State Fair from October 4th to 19th, bear in mind the history of this great agricultural school, which I choose to call it, conducted by the Texas State Fair Association. It is highly educational in its effect—it is far reaching in its value to society and to civilization—not alone in Texas, but all over the world, because throughout the years Texas farm and ranch products have gone all over the world.

Now these same rich, fertile lands of the Lone Star State are being husbanded by men who were just little boys when they first visited the Texas State Fair, and I daresay a very large majority of them have at one season or another visited the Fair and have received the inspiration which comes to anyone looking upon the fine farm and ranch specimens grown by the various counties of the eastern, western, northern and south-

ern part of our State, all arranged attractively and all inclusive of the things which grow from the soil for the good of man.

You will be fascinated when you go into the Agricultural Building this year to see the things which are made by the 4-H Club boys and girls of Texas and the Future Farmers Club boys also. You will see exhibits likewise attractively arranged and prepared by the colored citizens of our State. You will also recognize the fine influence and help of the County Agricultural Agents statewide.

I feel highly honored and consider it a very great privilege to be permitted to serve as the Chairman of the Agricultural Committee of the Texas State Fair this season and I am desirous of rendering every possible service to the end that we may have an exhibition greater than ever before of the handiwork of the men, women, boys and girls on the farms from all over Texas.

The stockholders of the Texas State Fair are performing a real service to our State and to our Nation in their having established this great institution.



A typical Texas farm scene during harvest time.

TOOLS for the FARMER

By B. I. Toline

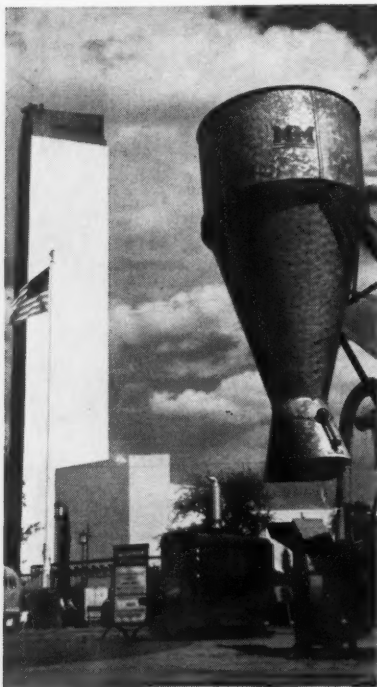
WHILE pink lemonade, hot dogs, and the enticing patter of the barkers on the midway play a prominent part in the Fair, these things are only incidental to its main purpose.

Here industry, business, and agriculture meet for a common good to promote a mutual welfare and acquaint the public with the part each plays in the economy of Texas and the nation.



MR. TOLINE

Little fanfare will mark the exhibits of agriculture or the closely allied exhibits of the implement industry, yet the space they cover exceeds



Farm exhibits blend with the spirit of the Fair.



Shown above is a lineup of tractors, plows and other farm equipment at the State Fair of Texas.

that of any other. The Hall of Agriculture will house Texas farm products of a quality and variety which will amaze the average citizen and boost his pride in the progress being made in the further development of the basic resources of this great state.

Acres of tractors, implements, and machines designed to reduce the cost of producing agricultural products and take the drudgery out of farm work will show huge strides made in design to improve performance.

Modern farm equipment, which has been such a dominant factor in pulling Southern agriculture "out of the red" during the last decade, will show what engineering skill has achieved to provide greater durability and a simplicity which gives the farmer long-lived machines

which he can operate and service by himself.

Special exhibits are planned by many of the implement concerns which will show the inner workings of tractors and power equipment. The precision manufacturing methods used in the fabrication of modern machines will startle those whose knowledge of farming ends with childhood memories of a walking plow and a mule.

Here one of Dallas' oldest wholesale businesses will be on parade—a business which makes Dallas one of the largest farm equipment distributing centers in the United States—a business represented by many firms whose history has passed the century mark—a business which subscribes to the progressive development of Texas by serving its greatest fundamental activity.

OIL PIONEERS TO HAVE REUNION IN OCTOBER

A reunion of oil pioneers will be held as part of the fortieth anniversary celebration of Spindletop, famous old oil field, during the Texas Mid-Continent Oil and Gas Association's convention in Beaumont Oct. 9, 10, and 11.

J. Cooke Wilson, general convention chairman, has named a special Old Timers Celebration Committee to invite back for the reunion those who played a part in the early days of Spindletop.

Those named to the Old Timers Celebration Committee, which includes many who got their start in the oil business at Beaumont in 1901, include R. Lee Blaffer, W. V. Bowles, W. L. Childs, T.

J. Donoghue, H. C. Hanszen, B. E. Hull, and H. A. Melat of Houston; W. S. Farish of New York City; J. Edgar Pew of Philadelphia; Patillo Higgins of San Antonio; Al W. Hamill of Tulsa; W. Scott Heywood of Jennings, La.; Capt. J. F. Lucey and W. B. Turner of Dallas; G. Clint Wood of Mineral Wells; L. F. Benckenstein of Orange; A. K. Gordon of Baton Rouge; and G. L. Adsit, S. W. Pipkin, John H. Tucker, and James F. Weed of Beaumont.

"Due to the large number of oil leaders of today who went into the oil business at Spindletop, we expect the biggest reunion of petroleum pioneers ever held in Texas," Mr. Wilson said.

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Dallas

Texas on Parade

(Continued from Page 7)

order that the fair could have the bene-
fit of his opinions and the result will be
reflected in the splendid show we will
present in October.

Officials of the fair this year are:

Hugo W. Schoellkopf, first vice presi-
dent

T. M. Cullum, second vice president

F. F. Florence, treasurer

Roy Rupard, secretary

Directors are:

Senior Board

O. S. Boggess, Ben E. Cabell, Jr., John
W. Carpenter, T. M. Cullum, E. L. Flip-
pen, J. J. Foley, W. H. Hitzelberger, Jr.,
Frank P. Holland, Jr., J. J. Kettle,
Arthur L. Kramer, A. M. Matson, J. M.
Moroney, Harry S. Moss, C. F. O'Don-
nell, R. J. O'Donnell, W. F. Pendleton,
John G. Pew, Hugo W. Schoellkopf,
Harry L. Seay, Clyde L. Stewart, J. C.
Tenison, R. L. Thornton, T. M. Watson.

Junior Board

J. Howard Hayden, Alphonso Rag-
land, Jr., Alvin Herold, E. F. Anderson,
W. J. Brown, Andrew DeShong, A. L.
Exline, Pat M. Greenwood, J. Porter
Holland, Jr., Hayden Hudson, Alex
Keese, Geo. W. Martin, Jr., W. E. Mitch-
ell, Jas. K. Wilson, C. L. Oheim, Robert
M. Olmsted, Jordan Ownby, Julius
Schepps, A. J. Staples, Joe C. Thomp-
son, Jr., Maurice Thompson, J. Glenn
Turner, Dan C. Williams, Geo. O. Wil-
son.

An example of the improvements we
have made this year is the midway. It
will be lined with independent shows
and booths to give the fair-goer a chance
to see the newest carnival attractions on
the road. There will be new games, new
riding devices and new stage attractions
on this mile-long thoroughfare and as
an added service this year the fair offi-
cials are going to make certain that each
show starts on time. We will place a
clock in front of each tent and when
time comes for a performance it will
go on regardless.

I will not attempt to touch on all
phases of the fair in this story because
many of our best features will be de-
scribed in other articles in this maga-
zine, but one new attraction we are
happy to have is the Cafe Esplanade, a
colorful supper club, which will be in-
stalled in the Automobile building. The
stars here will be Orrin Tucker's orches-

(Continued on Page 25)

Dallas became the site of another million dollar project on August 13 when ground was broken for the new Standard Brands Fleischmann Yeast Plant shown below. The factory will have eight inter-connecting buildings and will be located on Amelia St., just off Maple Ave.



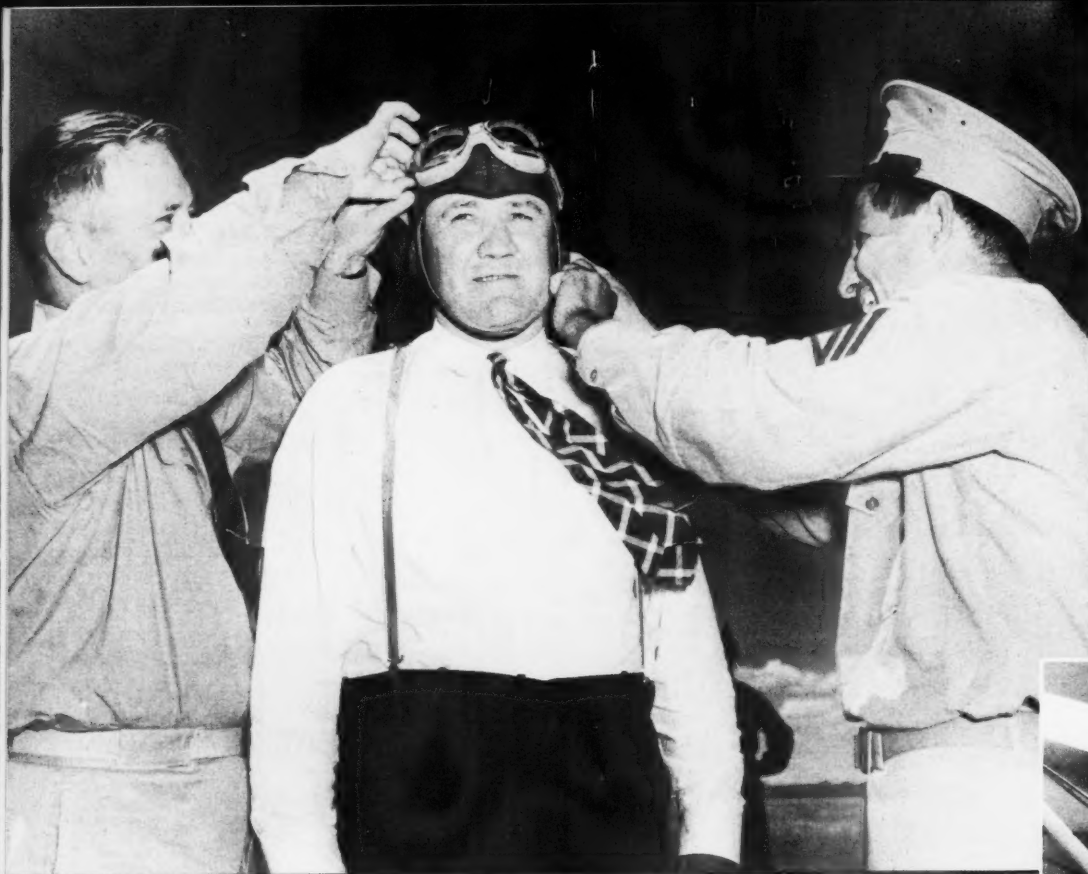
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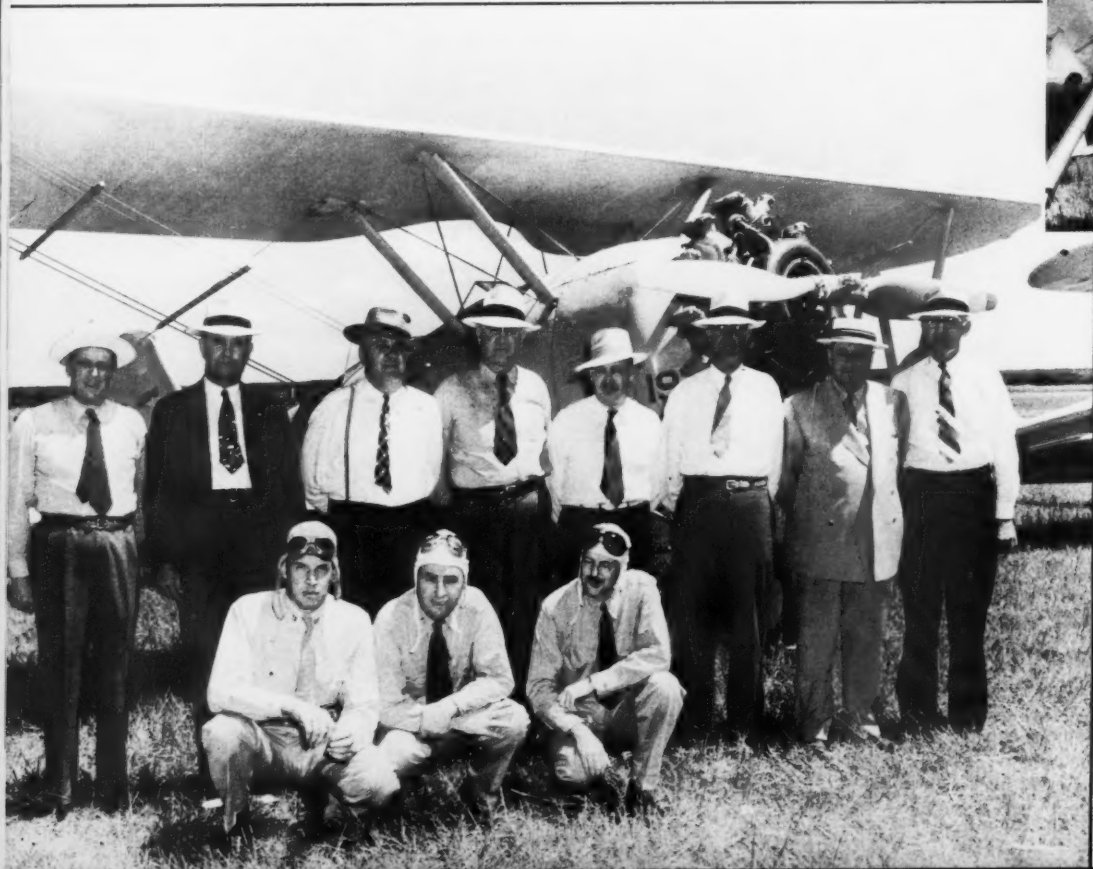
This striking aerial view shows the million dollar Dallas Procter & Gamble addition nearing completion. This new building will mean another big payroll for Dallas.

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Lithographed by ROBERT WILMANS



Commissioner Tom Field is shown above as navy men adjusted his helmet just before taking off on what he described as "the most thrilling airplane ride I have ever had."



Countyads Try Ne Natran

Dallas County Co got an
the Navy trains p...ust 12,
visited the auxili...g field
Prairie. After tour...airport
sioners were taken a...navy tra
and flown over the...districts



Lieutenant Harry Sartoris, of the
Air Training Station, is shown
George Harwood, (left), chairman
ber of commerce Aviation (right) for
auxiliary field for the na

The official inspection of the n...
is shown at left. In the...
and general manager of...
Judge George Harwood;...
Buck Frank; Commission...
Garrison; B. B. Owen, ch...
Committee, and Granvill...
near. In the front row...
der; Lieut. W. E. Prem...
Sartoris, base commande

Shown at the right are...
tors at the naval base, Lieut. F...
Lieut. W. E. Premo; Capt. Lieut. S...
tino; Lieut. J. J. Richard...
Hutchinson; Lieut. W. H...
sign C. V. Roberts; Ensign...
Second Lieut. J. L. Whit...
and Ensign L. Treadwell

County Gets New Trainers

County Commissioners got an idea of how to train pilots last August 12, when they visited the auxiliary field near Grand Rapids. The airport the commissioners visited was taken over by the Navy training planes for their districts.



County Commissioner Vernon Singleton, chairman of the chamber of commerce, is shown above waving to friends as his pilot prepared to take off.

County Commissioner Vernon Singleton, chairman of the chamber of commerce, is shown above waving to friends as his pilot prepared to take off.

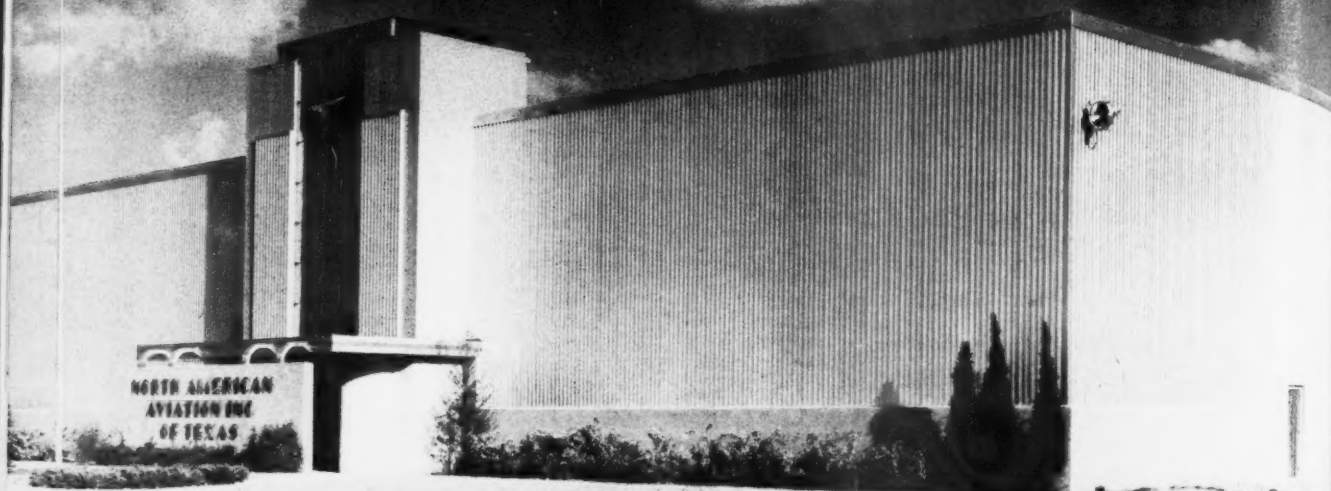
County Commissioner Vernon Singleton, chairman of the chamber of commerce, is shown above waving to friends as his pilot prepared to take off.



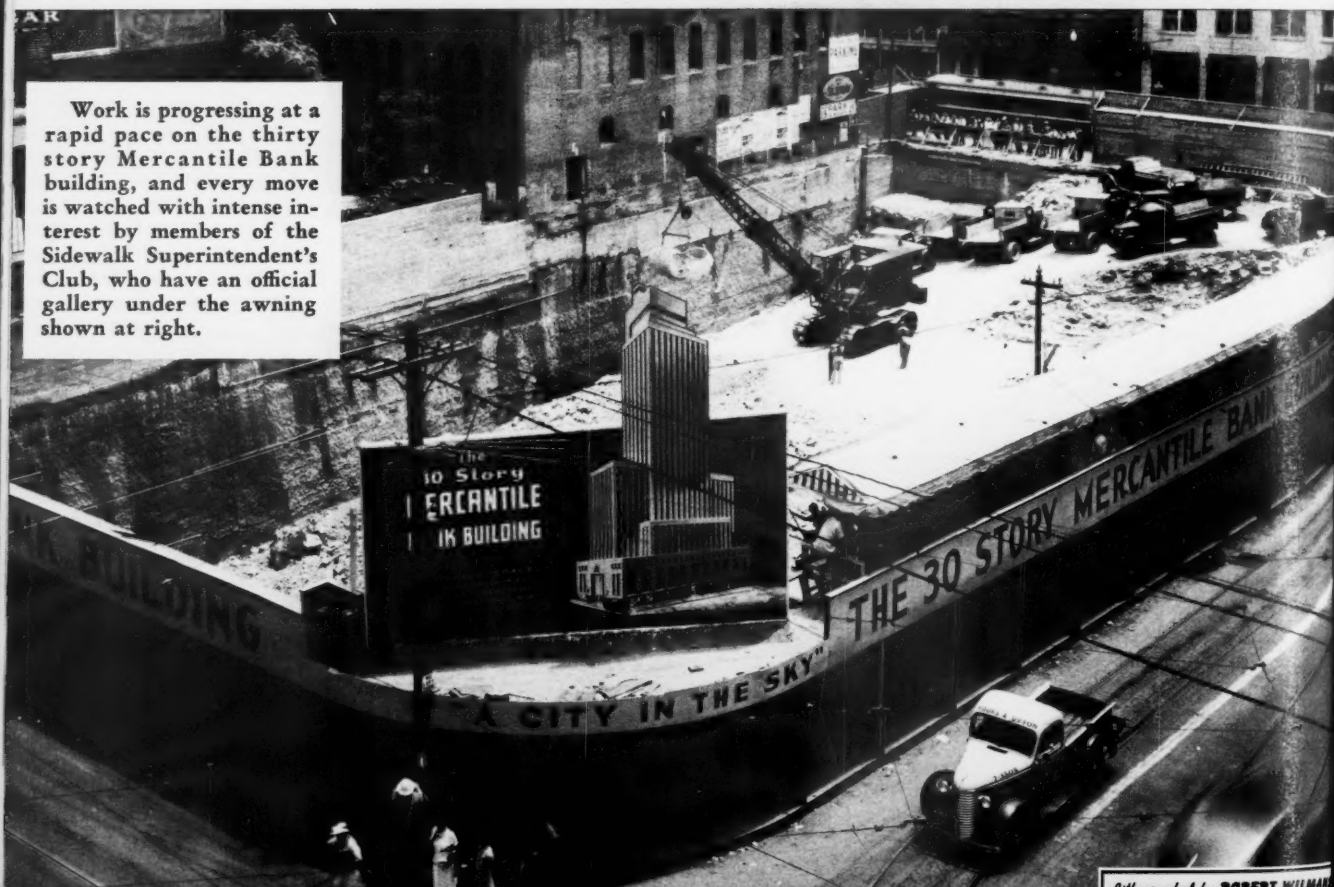
County Commissioner Vernon Singleton took to the air like a veteran. He is shown above waving to friends as his pilot prepared to take off.



One of the most striking buildings in Dallas is the structure shown below which houses the main offices of North American Aviation, Inc., of Texas. It is connected with the main plant and was opened about the middle of August.



Work is progressing at a rapid pace on the thirty story Mercantile Bank building, and every move is watched with intense interest by members of the Sidewalk Superintendent's Club, who have an official gallery under the awning shown at right.



Illustrated by ROBERT WILLMAN

Football Fare for the Fair --

IT'S TEXAS vs. O. U. AGAIN

By **Jordan Ownby**

Vice Chairman of the State Fair Athletic Committee

THE annual football game at the State Fair of Texas between the University of Oklahoma and the University of Texas has become a tradition with a far reaching effect. Not only does it bring two great teams and thousands of visitors from the Southwest to the fair, but it brings closer together two of the great states of the Southwest in a day of intense but friendly rivalry.



MR. OWNBY

The game means much to the fair, to Dallas, and in its broader conception to Oklahoma and to Texas. Thousands of the alumni of each school look forward each year to seeing this great classic in the Cotton Bowl. Thousands upon thousands of other alumni and interested Texans and Oklahomans listen with interest to its broadcast.

This year the game will be played on Saturday, October 11, by two of the finest elevens ever to represent the two states. A new coach, Dewey ("Snorter") Luster, has taken over at O. U., and his followers look forward to a great year. His back field star is Jacobs, a proven offensive back, who is being switched this season from safety to defensive halfback. The Indian is six feet, one inch tall, weighs 185 pounds, is a great man against passes, and is probably the finest open field tackler on the Sooner squad.

Dana Bible, coach at Texas U., will bring to Dallas what promises to be the greatest team turned out at his school in many years. With such backs as Crain and Layden and several great defensive linemen, he should have an eleven that will be even finer than his team of last year, which reached its climax in defeating A. & M. Grantland Rice has predicted that Texas will probably be the

Southwest Conference winner this year and that the Longhorns will likely receive one of the bowl bids for a post-season game.

There are other interesting and colorful football games scheduled for the Cotton Bowl during this year's fair, but the Texas-Oklahoma game overshadows them in prominence because of the strength of the two teams and the interest that their annual meeting has generated through the years.



This roaring, football-hungry crowd stormed the State Fair last year to see the Texas-Oklahoma football game. The scene will be duplicated again on October 11 when the two schools clash in their annual gridiron battle at the Cotton Bowl.

Game this year bids to be one of the greatest in the history of gridiron struggle between two fine teams.



After looking at the above picture anyone can see why judges of the annual State Fair Baby Parade have a hard time picking the winner. Last year's champ, Bobbie Lee Lindley, is seen at the extreme left.

BABES IN WONDERLAND

THERE'S nothing like a baby parade to develop the keenest of keen competition, and the State Fair of Texas already is making preparations to stage a repetition of the highly successful event of last year. The date is Oct. 18.



MR. STEWART

There were 300 tots—representing the pride and joy of as many Texas families—participating in the 1940 show. This year there will be more than 300 entries and cash prizes will total at least \$100. One big success always lays the groundwork for another big success, particularly for a baby show and since last year's baby show was such a tremendous hit, there's really no way of determining how many children the judges will have to review this year. Maybe 500. Maybe 1,000.

By Clyde Stewart

Chairman of the State Fair Baby Parade Committee

The court in front of the Hall of State, where the 1940 Baby Parade was held, overflowed with spectators. Anticipating a proportionate increase in spectators for this year's parade, the procession will be staged at the Casino where there will be ample seats and waiting rooms for the participants.

This year's event, as in last year's, will see a variety of costumes and versatility. There will be Shirley Temple, Tom Mix, Charlie Chaplin and Our Gang—by proxy. There will be tiny firemen and policemen, cowboys and Indians, Spanish señoritas and dashing caballeroes, shy butterflies, hopping bunny rabbits, and fairies and elves and clowns. Some will carry their dolls. Others will trundle them in decorated doll buggies.

There's nothing like a baby parade to develop competition, and there's nothing

like it to show motherly pride—and both of these are outstanding in the State Fair of Texas' Baby Parade.

There's that beam of pride that mother flashes as she pats out the wrinkles of Sonny's suit of elfin brown just before she gives him a final once-over before stepping back among the spectators to leave him in the line-up of other young hopefuls. And as the contestants march around before the spectators and judges, there's no doubt about whose child is whose. When Sonny or Sis passes, mother beams. And beaming with her usually are Grandmother and several Aunties, each convinced that this youngster, in particular, deserves first prize.

And when it's all over, the judges are worked down. Tired and perspiring and their hands full of penciled notes, they pass the verdict to the announcer, who, through a microphone, reveals "the winnah!"

"The winnah" usually takes it pretty calmly, but Mother is all a-dither, her

(Continued on Page 27)

Texas on Parade

(Continued from Page 22)

tra and Wee Bonnie Baker of "Oh, Johnny" fame. The cafe will have an entrance on the Esplanade overlooking the reflecting basin and we are now in the process of installing a fine dance floor. The club will be operated by George J. Smith of Fort Worth who will also present a three-act floor show and a chorus line of twelve girls that would be a credit to any Broadway production.

Due to the success of our Hobby Show, we have been forced to enlarge the quarters for it in the Educational building. More than 50,000 separate articles were entered in the show last year and we expect a large increase this year. No telling what will pop up in the show but you can be guided by some of the 1940 exhibits. One lady turned up with a complete outfit, from hat to shoes, made of corn shucks. Then there were collections of stamps, jitter bug shoes, match covers, stick horses, French harps, Indian relics, scrap books, dolls, pitchers and a hundred and one other unusual items.

The Castle of Foods will be another popular feature this year. We have set aside 30,000 square feet for exhibits and we plan to have plenty of free entertainment for the visitors.

Any amateur movie maker in the United States is eligible for our second annual movie making contest. Cash prizes will be awarded for first, second and third places in both 8 mm and 16 mm films in each classification. Films on Texas industry and travelogues will be accepted as will movies on flowers and wildlife, education, recreation, and family life. There will also be an open class for assorted subjects.

For the photographers who prefer taking still shots, an amateur camera contest will be staged with cash awards for the three best photographs made of the 1941 fair.

Livestock, poultry, farm implements, agricultural products, oil machinery, new industrial developments, school exhibits, famous paintings, everything that has gone into the making of our fine state will be seen at the fair, a celebration which long ago emerged from the local class to become a show of nationwide importance.

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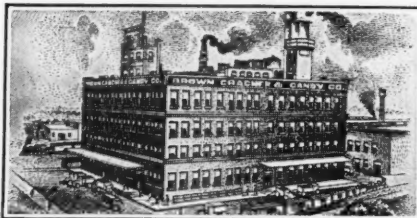
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Queen contest and Carnival night are Fair Fun Features

By R. J. O'Donnell

Chairman of the State Fair Pageant Committee

ALTHOUGH every night at the State Fair of Texas is chuck full of fun and frolic, this year there are two nights, in particular, which will offer extraordinary opportunities for the sons and daughters of Old Man Texas to make merry.

They are Queen's night, on opening day, October 4, and Carnival night, a prelude of Hallowe'en, on October 16.

Both nights have become "institutions" with fair-goers, who "ah!" and "oh!" over the splendor of costumes and settings in the Queen of Queens



MR. O'DONNELL

Contest, Pageant and Coronation, and who laugh and cut capers on Carnival Night, which is featured with presentation of substantial cash prizes to those appearing in costumes.

Fame and perhaps fortune await the Texas young woman who is chosen Queen of Queens during the Queen's Night pageant, because the winner will be awarded an all-expense trip to Hollywood, where she will be given a screen test by Metro-Goldwyn-Mayer after being extensively feted in Dallas.

If she possesses talent possibilities, in addition to the outstanding beauty that she certainly has—Who knows?—perhaps a generous contract in motion pictures, which possibly will lead her to stardom.

Last year the Cotton Bowl was packed and jammed with almost 40,000 persons who saw Miss Jerry Jenkins of Greenville chosen from among 60 contestants and crowned by Harry L. Seay, president of the State Fair of Texas, as Queen of Queens amidst ceremonies of pomp and splendor.

Every county or section of Texas that has a festival or celebration at which a queen is chosen is entitled to be represented by that queen at the State Fair's Queen's Night; hence, the title "Queen of Queens."

The winner is chosen by a committee of judges who usually are local artists. Selection of a Dallas girl is obviated, since rules of the contest prohibit an entry from the host city.

The pageant which preceded coronation of Miss Jenkins was presented by school children of Dallas. As the various queens entered, they were preceded by pages who carried huge trays piled high with the products of the community each represented. After each queen had made her entrance, these products, which

had been placed in a huge receptacle, burst into flames from which emerged the indomitable spirit of Texas.

In the 1941 fair's Queen of Queens show, as in the three preceding spectacles, the 100 or more queenly candidates will participate in an elaborate parade which will be staged downtown on the morning preceding the contest, according to Alphonso Ragland, Jr., vice chairman in charge.

Mr. Ragland has contacted the three young women who were chosen as Queen of Queens during the 1938, 1939, and 1940 pageants and has invited them to participate in the ceremonies again this year.

On Carnival Night both a parade and a pageant will be held, followed by selection of winners who will receive prizes in several classifications of costumes, in divisions for men, women and children.

To make Carnival Night more hilarious, persons in costumes again this year will be admitted free to the fair grounds.

Following round upon round of entertainment especially designed for such an evening of fun, costumed contestants will assemble for judging and awarding of prizes, with a total of \$200 in cash going to the winners.



Carnival night is one the gayest times at the Fair. Shown above are some of last year's entrants in the costume contest. On this occasion all persons in costume are admitted to the Fair free.

Baby Parade

(Continued from Page 24)

heart beating a little faster and her eyes gleaming with due pride.

Bobby Lee Lindley of Dallas was first place winner last year, and carried off the \$25 cash given for first prize.

Bobby Lee was a rootin', tootin', two-gun cowboy, encased in goat-skin fuzzy chaps and a big 10-gallon hat atop his curly head. And a handy man, he was, too, with those two six-guns.

Children from one to six years of age are eligible to participate in the Baby Parade. Although most entrants are attired in some kind of costume, fancy dress is not required by the rules and judging is based chiefly on the child's personality and charm.

A second Baby Parade is that held for Negro children on Negro Day, this year on Monday, October 13. Children from all over the state participate for substantial cash prizes.

The committee which has planned the baby show for this year is to be complimented for its efforts to make this one of the State Fair's outstanding events. Members of the committee are: Alvin Herold, vice-chairman, Alex Keese, R. J. O'Donnell, Robert Olmsted and Joe C. Thompson, Jr.

Livestock Show

(Continued from Page 17)

day, October 15, when, after Hereford groups have been judged, the annual Hereford sale will be held.

Of added interest in the horse shows will be one devoted to fine Palominos. Texas leads the nation in production of this fine breed and with a sizable sum devoted to premiums, the show is expected to be the greatest ever held in the Southwest.

Other divisions in the horse shows include saddle horses, farm draft horses, jacks and jennets, and mules. Substantial awards are being offered in several classifications for each.

While Texas has always been a state known for its fine livestock, each succeeding year of the State Fair has evidenced a pronounced increase in achievement and progress by our livestock men. Particularly is this true with reference to cattle. Within a very few years, Texas has forged ahead, from a strictly feeder-producing state, to one of the leaders in production of finest purebreds.

That this trend will be further evidenced at this year's State Fair of Texas, there is no doubt.

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TEXAS

Poultry improves due to Fair Shows

By Hayden Hudson

Vice Chairman of the State Fair Poultry Committee

SOME times they still argue about which came first, the egg or the hen. But there's no argument about what force, more than any other, is responsible for Texas having recently attained second rank among the states in poultry production. That force is the State Fair



MR. HUDSON

of Texas and its annual poultry shows, which, in less than 30 years, have entirely changed the Texas farmer's conception of poultry production and have been responsible for changing Texas' fowls from a relatively small number of mongrel chickens and turkeys to a tremendous output of birds of the purest and finest stocks.

Only recently the U. S. Department of Agriculture released figures showing that Texas had gained second place during 1940 in poultry production, being exceeded only by Iowa.

Realizing that Texas ranked somewhere below 30th place in 1910 and gratified with the progress that has been made, the State Fair of Texas has announced plans for a poultry show which this year will surpass any it has held previously.

Premiums totaling more than \$6,000 have been posted for the show, which will include divisions for chickens, turkeys, and water fowl, with entries expected to number well over 10,000 birds. Although no premiums are offered for water fowl, the show devoted to these is expected to be bigger than ever, and a pool back of the Poultry building will be maintained for ducks and geese.

After various breeds have been judged in the chicken and turkey shows, grand champions will be selected, with beautiful silver trophies being presented for each.

The State Fair of Texas held its first

poultry show in 1913. Less than 500 head were displayed in that first show, and these were of the mongrel farmyard type.

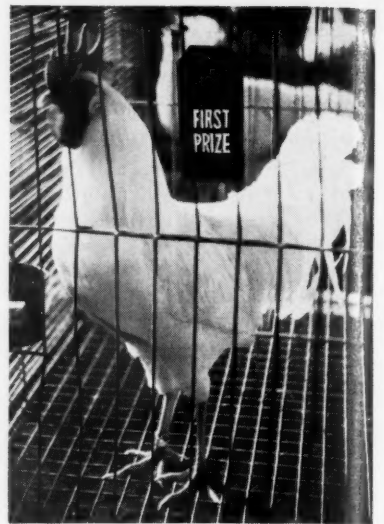
But that first show was a beginning which, as time has proved, produced results for Texas and Texas' poultrymen. The show began to grow, and during the intervening years more than 150,000 head of chickens, ducks, geese, turkeys, pigeons and others of the poultry family have been shown.

The annual poultry show at the State Fair of Texas in recent years has exhibited from 7,000 to 10,000 head per show, and this year's poultry show is expected to attract more than 10,000.

While poultry production in the United States has been doubling since 1913, poultry production in Texas has multiplied 10 times. But probably more important than that is the fact that during the same period, the mongrel fowl in Texas has declined while farmers and poultry raisers have introduced pure strains, bred for specific purposes, such as egg production and weight.

Another commentary on Texas' strides in poultry is the fact that in 1905 the state had only one hatchery. Today it has 700 commercial hatcheries.

In this light, there is little wonder that among poultrymen the Texas State Fair shows are regarded as offering the



Something to crow about—he's a champion.

toughest competition of any in the country and that they recognize the State Fair of Texas as the largest in the country.

Ben E. Cabell is director in charge of the poultry show and Walter Burton, veteran of many years, is general superintendent. Judges will be Harry Atkins and Len Rawnsley.

Judging will begin on October 11, and will continue until all of the numerous classifications have been judged in all of several divisions.

John L. Hall is superintendent of the pigeon department, whose show will attract hundreds of birds from every section of the Southwest. Prize money will be awarded to winners in 50 or more breeds, with several classifications to each.

73 New Concerns Come to Dallas During July

SEVENTY-THREE new concerns located in Dallas during July, including five manufacturing plants, eight wholesale firms, twenty retailers, three oil companies and thirty-eight classified as miscellaneous. In the list were seven branches of national concerns.

Among the new firms secured during the month were the following:

Manufacturers

American Building Protection Com-

pany, 4913 Ross Avenue; manufacturers of rewirable all-metal screens for hotels and other commercial buildings.

Walter F. Clark Company, 2207 Olive St. Commercial printers.

R. L. Harrell Machine Shop, 2934 Oak Lane. Machinists.

Industrial Chemical Works, 2615 South Ervay St. Industrial chemicals.

Shwiff Hat Manufacturing Co., 905 1/2 Elm Street. Millinery.

(Continued on Page 21)

\$2,000,000 Steel Mill Goes to Port Arthur

Port Arthur, Tex., has been selected as the site of the South's newest steel mill, a planned \$2,000,000 plant, first unit of which will be operating by January 1.

The plant will be built by Texas Steel Co. of Ft. Worth and will employ 600 persons in the manufacture of large shells for the army and navy, George W. Armstrong, president, announced. The plant's equipment can easily be converted into the construction of such domestic products as I-beams, reinforcing bars and seamless tubing.

It will open production on a 10,000 ton per month output basis. Capacity is expected to be doubled within six months. The mill will be of the continuous, automatic type, and labor to operate it will be recruited locally.

The manufacturing enterprise at Port Arthur will be placed on a 32-foot deep-water channel to the Gulf, on the Intracoastal Canal connecting with the Mississippi and other rivers, and will have trackage facilities. Scrap iron will be brought to the plant by rail and barge from throughout the Southwest.

Texas Ranks High As Shorthorn State

Texas was seventh state the first six months of 1941 in new members in the American Shorthorn Breeders Association of Chicago, according to figures released by J. H. Gramlich, secretary of the Association.

The top ten states in new members are Iowa, Illinois, Indiana, Oklahoma, Missouri, North Dakota, Texas, Minnesota, Kansas and Michigan. Ohio was tied with Michigan for tenth place.

Increased popularity of the breed in Texas points to a greater Shorthorn Show at the 1941 State Fair of Texas, according to Shorthorn breeders throughout the state.

WRR Plans Programs For Visitors to Fair

WRR, the world's oldest municipal radio station, invites visitors to the State Fair of Texas, October 4-19, to attend its broadcasts from its studios in the General Exhibits building, Charles Jordan, managing director of the station, announced.

Visitors to the Highroad to Melody program will be allowed to say hello to the folks back home.

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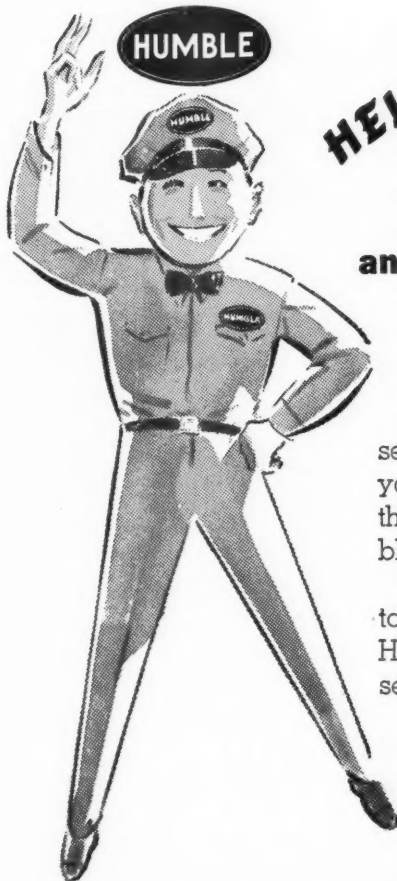
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Schools help to Build Great Fair

By Julius Dorsey

Superintendent of the Dallas Public
School System

PROBABLY the State Fair of Texas' most appreciative audience is the school children of Texas, who, aside from "taking in" the Midway attractions, have a serious phase for their annual participation in the exposition.

Thousands of Texas students exhibit their school work at the fair and also compete in contests for spelling, public speaking, rhythm bands, choral singing and in the children's division of the Hobby Show.



MR. DORSEY

During the 1941 fair, October 4 to 19, prizes totaling \$1,000 have been posted for the youngsters. Entries, already pouring in, indicate a record-breaking number and a vastly increased interest over that of the 1940 fair, although interest and entries for that exhibition topped anything previously seen here.

Two increasingly popular features this year will be demonstrations of visual and radio education, both comparatively new mediums in the Texas public school system.

Visual education demonstrations on practically all phases of both curricular and extra-curricular activities will be presented daily in the screen room of the Education building.

With radio rapidly gaining increased recognition and use as a new and forceful instrument in teaching, John W. Gunstream, director of the Texas School of the Air, will give demonstrations of classroom broadcasts on two dates. The first, on October 10, will be devoted to the elementary field. The other, October 17, will deal with high school problems.

The Children's Hobby Show has proved to be one of the most popular of the school contests. Boys and girls who may not be included in the contests devoted to more intellectual or educa-

tional fields can usually find an opportunity for prize-winning participation by entering their hobbies in the contest. Last year was the first time that children had a separate section in the Hobby Show, and the number of exhibits showed a tremendous increase. Prize money of about \$200 was distributed among thirty divisions.

In the public speaking contest for students, the subject will be "What the State Fair of Texas Means to Texas," giving ample opportunity for each participant to develop a high grade of oratory. Prize money for the contest totals \$100. Mrs. Arthur Mayberry of Tyler is chairman in charge. Contestants must prepare their own five-minute speeches, but may be assisted by teachers. Judging will be based on interest of material, organization of material, diction, audience contact, body control, rhythm of speech, voice control and general effectiveness.

The contest has four classifications, for Junior Boys, Junior Girls, Senior Boys and Senior Girls. A junior is considered as a student who is 14 years old or younger on Sept. 1, 1941.

The champion boy and girl speller of every elementary school in Texas is eligible to enter the annual students' Spelling Contest, in which first money will be \$25, with \$15 for second prize and \$10 for third prize. Words to be given the youthful spellers will be compiled from the names of clothing, food, commerce, play, terms in elementary science, social science, arithmetic, English, and just "every day" words.

Young musicians from every section of the state will take part in the Rhythm Band Contest, which offers \$50 in cash prizes. As an inducement to bands in far corners of the state, a \$25 prize is offered for the group coming the greatest distance.

A total of \$100 has been posted as prize money in the Choral Singing Contest, \$50 for the high school division and \$50 for the elementary school division. A. M. Tate is chairman of the committee in charge, and anticipates a

(Continued on Page 33)

New Concerns

(Continued from Page 28)

Achilles Produce Company, 605 South Pearl St. Wholesale produce.

Autotex Corporation, 3404 Main St. Automobile upholsterers' supplies.

Chain Belt Company, 1710 North Field St. Chains, contractors' equipment, etc. George Hunt, district manager. Home office, Milwaukee, Wis.

Davidson Manufacturing Corp., 819 Santa Fe Bldg. Duplicating machines; B. E. Mercer, district manager. Home office, Chicago, Ill.

Eagle Chemical Company, 1916 Canton St.; H. S. Hillman, manager. Disinfectants.

A. R. McClurg & Company, Santa Fe Bldg. Gift and holiday goods. Home office, New York, N. Y.

H. P. Smith Equipment Co., 902 Southland Life Bldg. Manufacturers' agents.

Walthall Produce Co., 2105 Cadiz St.; J. W. Walthall. Wholesale produce.

Petroleum

Survey Drilling, Inc., 2850 North Haskell Ave. Drilling contractors. New firm organized by J. B. H. Henderson, Fred Lehmann and J. W. Hassell, Jr.

Talco Asphalt & Refining Co., 1008 Magnolia Bldg. Asphalt and petroleum

products. General sales offices moved to Dallas from Talco, Texas.

Tyler Oil & Royalty Co., Inc., 1214 Republic Bank Bldg. New firm incorporated by Welborn Smith and Russell V. Rodgers, Jr.

Miscellaneous

Blankenship Wallace Theatres, 3121/2 South Harwood St. Amusements.

Bond Auto Loan Co., 2014 Bryan St. Loans.

Defense Homes Corporation, Cotton Exchange Bldg. L. B. Glidden, Texas manager. Defense housing.

Dubuque Fire & Marine Insurance Co., 715 Southwestern Life Bldg. Stock fire insurance. Home office, Dubuque, Iowa.

Harman Advertising Service, 204 Thomas Bldg.; J. H. Harman.

Nick F. Helmers, Inc., Construction Bldg. Contractors. W. Thomas Sanders, Jr., Texas manager. Home office, New York, N. Y.

Ice Sports, Inc., Southland Life Bldg. Clarence E. Linz, president. Amusements.

K & S Construction Co., 2151 Fort Worth Ave. Contractors.

Lawrence Warehouse Co., 1216 Liberty Bank Bldg. Warehousing.

McNeny Mortgage Company, 2110 Tower Petroleum Bldg. Mortgage loans.

Priorities Division, Office of Production Management, Federal Reserve Bank Bldg. J. Burke Crockett, district manager. Headquarters, Washington, D. C.

Art Museum to Present Finest Show for Fair

The Fine Arts Museum at the State Fair of Texas will house one of the finest art shows in the Southwest for the benefit of visitors to the State Fair of Texas, Richard Foster Howard, Museum Director, has announced.

The featured show during the Fair will be the Texas-General, an annual show which has in two years gained important ranking in Southwestern art events. The affiliation of this show with the fair will be an innovation. Heretofore the jury exhibition, which the Dallas and Houston museums, and the Witte Museum at San Antonio launched two years ago, has been held much later in the season. Feeling, however, that an art show by and for people of Texas would be of primary interest to fair visitors, the dates have been moved up to coincide with those of the State Fair of Texas.



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GREAT INTEREST SHOWN IN CHEST ANNUAL DRIVE

THE greatest display of interest ever shown by Dallas in the annual drive by the Community Chest is being demonstrated as plans rapidly take the form which officials of the chest believe assures success of the fall drive.

Every call that has gone out for leadership in the campaign has been answered in the affirmative by the most prominent business and professional men in Dallas.

There is a growing feeling in the air which Dallas so well knows—success. Last year, the Community Chest set a record no other city has been able to meet in increasing subscriptions by 75 per cent. This year, officials are looking forward to an even greater success built on the basis of the enthusiasm and pride which Dallas is showing in its Community Chest this year.

Under the leadership of Gene McElvaney, vice-president of the First National Bank, as chairman of the campaign committee, and Jack Pew, of Sun Oil Co., and George L. MacGregor, president of Dallas Power & Light Co., his two assistants, a campaign organization is being built up which will be ready to take the field soon.

Already, two of the most important groups working on preliminary phases of the drive have been organized—the budget committee and the publicity organization.

The budget committee, headed by Randle R. Gilbert, president of the Federal Reserve Bank, has started hearings on the 36 agencies supported through the Community Chest and a half-dozen agencies applying for admission into the chest.

Under Mr. Gilbert are D. A. Little as vice-chairman and Joe C. Thompson, Jake L. Hamon, Earl B. Smyth and E. P. Simmons as sub-committee chairmen. Each of the latter group has four men working with him to form the full sub-committee. The agencies have been divided into the family, health, children's and group work classifications and each sub-committee is hearing all of the budgets in one classification.

The allowances which the budget committee agrees on for the agencies will be submitted to the campaign commit-

tee of the Chest for a decision on how much the goal of the drive will be this year.

Will C. Grant, advertising manager of Lone Star Gas Co., heads the other major organization already at work on the campaign—the publicity committee.

Around the campaign headquarters at 606 N. Field, this group is commonly referred to as the "brain trust," since it is made up of the experts in Dallas on publicity, advertising and public relations lines.

These "brain trusters" are Mrs. Margaret Evans, radio; Ashley Hale, booklets; William S. Henson, public relations; Jim Chambers, newspapers, and Don Baxter and Albert Couchman, advertising and display.

Not the least important part of the campaign organization is the group of 40 volunteer girls who are assisting in almost every phase of the preliminary activity from conducting a telephone census of the employees of Dallas to typing the budgets of the agencies for the budget committee members.

In response to newspaper advertisements, several hundred girls literally stormed the campaign headquarters anxious to do their bit for the Community Chest and at the same time receive advance instruction in the many types of office work which are used in planning the campaign.

The whole attitude of Dallas toward the Community Chest is appropriately summed up in this statement from President Luther M. Jordan:

"Dallas has never shown the confidence in its Community Chest as is now being demonstrated. From all classes and every section of our city, the talk is the same—the Community Chest is moving toward the greatest success it has ever known in Dallas."

Farm Club Plans Day

The Dallas Agricultural club will celebrate its day at the State Fair of Texas, Monday, October 6, with a luncheon and meeting of agricultural and livestock leaders from all parts of the Southwest invited, it has been announced by B. I. Toline of the John Deere Plow Co., who is president of the club.

Schools

(Continued from Page 30)

large list of entries as well as sharp competition.

With entries remaining open until October 1, more than 100 schools already have designated intention of participating in the School Exhibits, for which \$90 in premiums will be distributed in Primary, Intermediate and High School divisions.

Flower Show Will Feature Water Culture

The flower and garden show sponsored by Presidents' Council of the Dallas Garden Clubs at the State Fair of Texas will, this year, be a departure from the traditional flower show of previous years.

In keeping with the policy of the Garden Center, which is maintained the year-around in the Horticultural building on the fair grounds, this year's garden show will be staged as an extension of the gardening service program. Although plans are not yet complete, it has been announced that there will be a dahlia display held with pertinent information of dahlia culture as a feature. For the duration of the fair, there will be an exhibit of pottery and flower containers, and a large and varied group of table settings and arrangements.

With the increased popular interest in water culture, this year's garden show will feature a water culture display which will incorporate all the varied features of that phase of gardening.

A permanent exhibit of garden equipment will be a part of the show and many other features are being arranged.

Continuing through the fair, as usual, will be the consultation service available at all times in the Garden Center. The research library and material on club programs, speakers and organization functions will be free to the public.

Newsman Will Open 53rd State Exposition

Press Day at the 53rd annual State Fair of Texas will be observed on Saturday, October 4th, opening day, and every newspaperman in Texas will be invited, it has been announced by R. L. Thornton, director in charge of the fair publicity committee.

In addition to the luncheon and other courtesies which are given to visiting newspapermen each year, several new features for Press Day are now being planned.

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Airlawn New Type of Industrial Center

THE area now known today as Airlawn, was originally part of the old Obediah Knight homestead. It was purchased about 35 years ago by Christian C. Weichsel as the result of an argument with Colonel Bill Sterrett, who at that time was Washington correspondent for the *Dallas News* and an intimate friend of Grover Cleveland. The friendly argument, it seems, was the result of a discussion between Weichsel and Sterrett on a subject that is still being heavily debated in 1941: "What is the matter with the farm situation—why can't a farmer make money?"

Colonel Sterrett defended the Washington viewpoint that the farmer needed legislative protection and governmental assistance. Weichsel contended that farming was a business, like any other, and that if a farmer operated on a strictly business basis with an eye to what was profitable and what wasn't, and kept accurate records, he could not only make a handsome living, but grow rich as well.

The argument terminated with Weichsel purchasing approximately 420 acres from the Knight Homestead for the purpose of operating a farm along the lines he had contended as being correct. Under Weichsel's management, the farm paid very well and eventually rewarded him with a considerable fortune.

Located about four miles from the center of downtown Dallas, the property formerly known as the Weichsel farm is now surrounded on all sides by the city of Dallas, although this property has never been taken in as a part of the city.

Recognizing the need for industrial expansion within close proximity to the conveniences of the city, the Weichsel estate visualized an area which would be perpetuated as an *industrial park*, with wide boulevards, spacious landscaped lawns and free from obnoxious odors, noise or the unsightly exteriors of certain industries.

Subsequently plans were drawn and thousands of dollars spent in developing the property along these lines.

Already five nationally prominent concerns have recognized the desirability and future advantages of Airlawn and have built impressive large factories

in the area. The Coca-Cola Company, Manor Baking Company, Campbell-Taggart Associated Bakeries and the Haggart Pants Company have located their plants facing on Lemmon Avenue between Inwood Road and Mockingbird Lane. The Otis Pressure Control Company has built its plant on Denton Drive at Mabel Street. These companies are representative of the caliber and type of industries which will eventually occupy the entire Airlawn area.

In planning Airlawn, provisions were carefully considered for the housing of employes who work in the vicinity. A substantial part of the property has been designated as residential property and hundreds of small homes have already been erected. This residential property is within the city of Dallas, although the industrial property is not. The Maple Lawn School is located on Inwood Road, near Cedar Springs. Two shopping districts are part of the plan as soon as settlement of the area justifies the investment. One group of stores will be located at Inwood Road and Lemmon Avenue and another group will be built at Denton Drive and Hedgerow Drive.

In Airlawn, Dallas has the only industrial park of its kind in the world. The scheme has been tried with success in England, but not nearly on as large a scale as the Airlawn development. Several cities in the United States have attempted to beautify industrial areas with varying degrees of success, but Airlawn remains the only project where protective measures, landscaping and planning have combined with all the features which go to make an ideal industrial location. Even though the property is not considered within the city, it is completely equipped with city sewerage, city water, city electricity and gas.

The development of Airlawn is under the management of Carl Weichsel, eldest son of Christian C. Weichsel.

Fair Films Popular

The two moving pictures made of the 52nd annual State Fair of Texas—"Down State Fair Way," and "The Show Window of Texas," are attracting many at theatres, club meetings and other gatherings.

Junior Pig Show to Be Largest in History

The 1941 Junior Swine Show will be the biggest and best ever held at the State Fair of Texas, according to E. M. Regenbrecht, Extension Swine Husbandman of Texas A. & M. College.

"Indications are that the Junior Swine Show," Mr. Regenbrecht said, "will be the largest and the best that we have ever had and the exhibits will come from a wider area."

Dallas Restaurant Featured in Magazine

The Goodie-Goodie restaurant on Industrial boulevard, recognized as one of the finest eating establishments of its kind, was featured recently in *The Drive In-Quirer Magazine*.

Manager Paul Fischer, who received his catering experience in some of the nation's finest hotels in New York, Detroit, Dayton, Cincinnati, Chicago and Dallas, has several features at his establishment that make it unique. For instance, he has a gigantic searchlight, which was installed with special permission from the federal government. This light acts as a guide for prospective customers and airplanes alike. The Goodie-Goodie also has a structural steel parkade under which cars can be served in any kind of weather. The inside dining room has a seating capacity of 226.

Seek New Records

With new records in attendance set both in 1939 and 1940, officials and directors of the State Fair of Texas have adopted an ambitious program for 1941 and hope to smash the old records, it has been announced by Harry L. Seay, president of the institution.

Marks set in 1939 were a total attendance of 1,036,708, and a new record for children's day of 193,000. Both records were again broken in 1940, when a total attendance of 1,116,487 was registered and more than 215,000 children attended.

Amateur Winner to Be Judge

Participants in the annual Movie Making Contest to be held at the State Fair of Texas will be privileged to obtain constructive criticism on their films submitted in the contest. It has been announced that Chester Glassley, winner of the Hiram Percy Maxim award in 1940 will head the judges for the contest.

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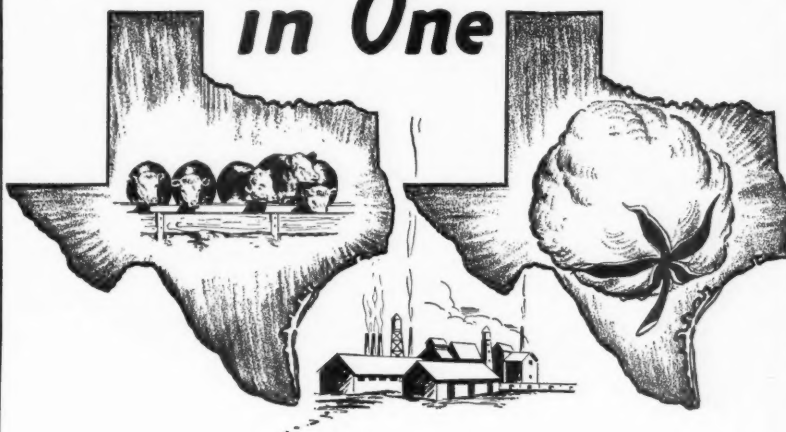


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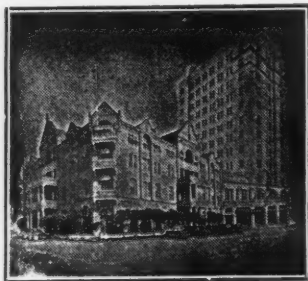
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**Disinfectant Plant
In Production Now**

A new household disinfectant and cleanser plant has been opened by the Hilex Company at 5347 Maple Ave. A district sales office, under the supervision of George Lower, will be opened soon at 1317 Liberty Bank Bldg.

The new \$100,000 plant is a branch of the Hilex Company at St. Paul, Minn. The most up-to-date machinery available has been installed in the Dallas plant, which is considered unique because of the streamlining of operation.

The process at the Dallas plant is essentially as follows: the treated water is pumped into a battery of four tanks on the main floor of the plant. The required fortifying ingredients are then added until the proper concentration is reached. The concentrated product is then pumped through glass pipes into a storage tank where it is allowed to settle and cool. It is then piped through filters into glass-lined bottling tanks which feed the filling line. A process card follows each tank from the time it is concentrated until it is bottled. Complete chemical data obtained by strict laboratory procedure is entered on this card. Hilex in the final storage must be used in solution and "Tub-Tested" as well as be approved by the laboratory before it can be bottled. The Dallas plant's present automatic machinery turns out up to 190 bottles per minute of a stable, standardized and reliable product in a most convenient sanitary package obtainable from your grocery store in four sizes—pints, quarts, half-gallons and gallons.

**Highway Exposition Is
Set in Mexico City**

The Pan American Highway Exposition will be staged in Mexico City September 15 to 24, simultaneously with the fourth Pan American Highway Congress, the Dallas Chamber of Commerce was informed by Vicente Cortes Herrera, sub-secretary of communications and public works of Mexico and secretary general of the organization committee of the Congress.

The exposition, to be staged in the National Stadium in Mexico City, will display the latest developments in highway equipment.

Prospective visitors or exhibitors can obtain detailed information regarding space and hotel reservations from the Chamber of Commerce Highway Committee.

**Plant Expands to
Handle Defense Orders**

J. P. Travis, President of the Universal Building Products Company, recently announced expansion of his plant to take care of new government defense orders. A new branch of the firm is a steel aircraft manufacturing plant, plant to take care of new government defense orders. A new branch of the firm is a steel aircraft manufacturing plant, opened at 2011 Munger to make steel aircraft accessories, field equipment,urrets and domes. The new establishment has 27,000 square feet of space, and the mechanical personnel of 50 will be increased to 250 soon, in order to take care of \$750,000 in new contracts.

The firm also manufactures a portable airplane hangar, which consists of a tube steel frame, and a heavy cloth cover, making it light enough to be wheeled into any field and used for emergency repairs on fighter planes.

Mr. Travis' firm has two other offices. Located at 2227 Cedar Springs is the engineering and accounting office, while executive offices are maintained at 2207 Cedar Springs.

**Cotton Authority Tells
Ills of Foreign Market**

With its cotton priced about \$20 per bale on the foreign market more than competitive brands, the United States has abandoned—temporarily at least—any effort to hold foreign markets for American-grown cotton, a University of Texas economist declares.

On the one hand, according to Dr. A. B. Cox, director of the University's Bureau of Business Research, Congress has boosted the loan price of cotton to 85 per cent of 1909-14 parity. Meantime, estimates place foreign production this year at 2,000,000 bales more than foreign markets are consuming.

Result, according to Dr. Cox, will be a 10,000,000 bale foreign carryover from the 1941-42 season.

"The United States has thus at last lost its power to greatly influence world cotton prices by its policies of crop restrictions and above-market price loans," Cox declared.

"The South has not yet come to realize the full significance to it of the changed cotton situation, and has, therefore, made relatively little progress in making the far-reaching adjustments to its economy made necessary by the loss of markets for its major farm products."

Oil Exhibit

(Continued from Page 18)

Association Oil Co., the Phillips Petroleum Co., and the Ethyl Gasoline Corp.

Mr. Pew's efforts in getting the exhibit here can only be appreciated when it is known how many different organizations from throughout the United States had made applications, but Mr. Pew convinced the sponsors that Dallas is the oil hub of the Southwest and for that reason the display should be located here.

The petroleum exhibit includes four tank displays which depict dramatically the role of oil in industry, transportation, agriculture and domestic life in the nation's economy. Many dioramas which show various stages in the progress of oil development are contained in the exhibit. Some of these are not visible except when lighted and are very picturesque.

How money earned by the oil industry is spent to help maintain government functions, pay an immense army of petroleum employees and purchase huge quantities of material from other industries is shown in the exhibit.

An animated relief map of the United States portrays the development of the industry since 1857. Thousands of tiny derricks are used on the map. A miniature freight train pulls long lines of tank cars.

Illuminated pipe lines criss-cross the nation showing how oil is transported from point of production to shipping and refining points.

The exhibit also shows a refinery in miniature, in which is seen the actual operation of a "bubble tower," one of the vital processes in preparing oil for daily uses.

It is hoped that this exhibit can be made the nucleus of an oil section at the fair—one that will be the largest of its kind in the nation.

Texas is looked upon as the chief oil producing state and although millions of residents of the state gain their livelihood from oil, relatively few realize the great benefit of petroleum to them. The average man drives into a filling station, orders gas and oil for his car and hardly gives a thought to how these two vital fuels were made accessible to him. The housewife polishes her furniture, uses a bug spray or oils a sewing machine but rarely does she know that in many cases the machine oil, furniture polish

and insect spray were derived from oil that gushed from a Texas well.

The point I am trying to make is this: Dallas could be made a showplace for the oil industry. This new oil exhibit could be added to until it became nationally famous and it would give people of the great Southwest an opportunity to become acquainted with an industry which has played a leading role in the growth of this region.

Naturally the exhibit should be sponsored by oil men and affiliated industries

and the display should be housed in its own building which could be expanded as the exhibit grew.

This is a great opportunity for Dallas to again become a leader in a project that would do a great service.

Aids Pigeon Show

Marion Church, Dallas attorney, and the immediate past-president of the Texas Pigeon association, will assist in holding the annual Pigeon Show at the State Fair of Texas.

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Dallas: Show Window of the Southwest

This article was written for markets of America, a widely circulated magazine, and is produced here with the permission of the author, Morelle K. Ratcliffe, president of the Ratcliffe Advertising Agency, Dallas.

IT is a simple matter of routine mathematics for any agency man or marketing executive to check the standard statistics commonly recognized as the measure of a market.

Your data files will tell you that the population of the city of Dallas, within its corporate limits, is 294,734, but that the seven adjoining residential sections not included under the Dallas charter, will raise this population to 360,212.

You will find, somewhere in your files, mention of the fact that Dallas ranks sixth in the nation in spendable income with an average per family of \$3,597.00. Effective buying income for white families is estimated at \$3,984.00, which places Dallas second only to Washington, D. C.

In number of income tax returns, 29,743 Dallasites paid a federal income tax in 1938 (there is no state income tax, no sales tax, in Texas) ... more than the total reported by 16 different states in the Union.

You can check further on down the list and find that Dallas leads the Southwest in total retail sales volume; that it ranks first in the entire South in banking volume; that it has a comparatively small colored and foreign white population, compared to most other southern cities; that residential and industrial construction is going on at an unprecedented pace; that wholesale volume is at an all time high ... and a lot of other statistics that will add up, any way you measure it, to appear that Dallas affords one of the nation's brightest opportunities for quality, nationally advertised merchandise.

Statistics are vitally important, but it takes more than a compilation of facts and figures to understand WHY Dallas is the permanent market it is. With defense business pouring billions into trade channels, some "Doubting Thomases" might easily attribute Dallas' good showing to the same reasons that have hoisted business all over the country. It is true

that Dallas is getting its share of wartime contracts, but the facts again show that the growth of Dallas, while phenomenal in the light of other cities, has been steady, substantial and well stabilized.

When the average northerner or easterner thinks of Southwestern business, he usually thinks in terms of cotton, oil and cattle. There is a lot of tradition and glamor wrapped up in the fabulous tales that have sprung from the history of Texans engaged in these occupations, and present day Texans like to preserve the atmosphere. Even city-bred Texans and transplanted New Yorkers who would not know a mustang from a dogie, get a kick out of parading in high-heeled boots. It kind of gets in your blood.

It would be sacrilegious for a Texan to deny that the big three of cotton, oil and cattle isn't the backbone of Texas business. But even a backbone needs some padding around it. And therein lies the real answer to why Dallas is what it is ... thriving, modern metropolis, leading distribution center of the South, fast growing industrial frontier, leading financial and insurance center ... a city with its roots sunk deep into the national resources of Texas, but with its future security assured through diversification of its commerce and industry.

Dallas is located in the great blackland belt of Texas, one of the most fertile regions in the world. More than half of America's total annual cotton crop is grown within overnight train travel of Dallas. So Dallas became one of the greatest inland cotton markets in the world, a rank which it still holds. Rather than detract from its position as a cotton market, the trend toward more diversified farming and dairying in recent years has served to strengthen and stabilize the income from agriculture in this area.

Dallas is the key-city of the oil industry because it is virtually the geographic center and is the center of the density of production in the mid-continent area, which produces 70 per cent of America's total annual production of crude oil. Its permanence as an oil center is assured by the fact that Dallas is not dependent upon any immediate development (it has no side-yard or front-yard oil booms)

but rests solely upon its geographic relationship to all major producing areas.

Dallas has approximately 1,000 manufacturing plants whose products range from potato chips to military airplanes. Dallas has consistently led all other cities of this region in the number and variety of manufacturing establishments. Because of the diversity of Dallas industrial interests, and the relatively small units of industry in Dallas, this city suffered less industrially from the 1930 depression than most cities of similar industrial importance.

Dallas is the financial center of the entire Southwestern region. The Eleventh District Federal Reserve Bank is located here. Two Dallas banks rank among the hundred largest in the nation and two others rate a listing among the first three hundred of America's biggest banks. Dallas' total annual bank debits is greater than the total of any other city in the South or Southwest, exceeding the totals for larger cities such as New Orleans, Atlanta, Houston and Louisville.

Dallas ranks as the fourth most important insurance center in the United States, believe it or not. The majority of the Texas life, fire and casualty companies have their home offices in Dallas and most of the out-of-state companies, likewise, have regional, state or district headquarters here. Income from insurance premium payments runs into tens of millions of dollars and is reflected in the total of Dallas banking volume.

If you will have one of your statisticians go to the trouble of checking the population of each of the 254 counties in Texas, you will find that only 61 counties have a population in excess of 25,000 people and that these 61 counties represent 64.6 per cent of the total population of the state. Forty per cent of the population and wealth of Texas is concentrated in 15 per cent of the area.

If you will go a little further and do the same for counties in Arkansas and Oklahoma and parishes in Louisiana, you will find that Dallas is strategically located in the center of the density of population and buying power for the whole Southwest.

In terms of wholesale volume, this central location has been a vital factor in building Dallas into one of America's important distributing centers. In addition to 903 wholesale houses of every description, the volume of trade has also brought some 3,000 sales offices and branch warehouses of national concerns.

(Continued on Page 11)

State Gasoline Tax Revenue Increases \$48,000,000 in 1940

Gasoline tax revenue of the states stood at the all-time high of \$864,472,000 in 1940, an increase of \$48,000,000 over the previous year, reports the U. S. Public Roads Administration. New York led all the states with \$73,055,000 of gasoline tax revenue, followed by Pennsylvania, \$62,487,000; California, \$51,960,000; Ohio, \$50,789,000; Texas, \$47,518,000, and Illinois, \$41,360,000.

New Economy Being Developed in South America

Significant changes are taking place in the national economy of all South American nations, which will become increasingly important in the readjustment period following the war, according to Clark H. Minor, president of the International General Electric Company.

"In all South American countries national manufacturing is being encouraged for all the staple products required in their national economy," said Mr. Minor, who recently toured Brazil, Uruguay and the Argentine. "Efforts are being made to diversify their crops so as to provide a variety of items for export instead of depending upon one crop, such as coffee in Brazil and beef in the Argentine.

"We in the United States have the opportunity to make both cultural and commercial relations with South American countries permanent if we aggressively develop inter-American relations and remember they cannot buy from us unless we are prepared to buy something from them."

Many Visit Fish Exhibit

The Aquarium at the Civic Center at the State Fair of Texas is one of the most popular museums on the grounds, according to a count recently issued by Pierre Fontaine, curator of the Aquarium. In a year, a total of 193,522 visitors looked over members of the finny tribes on exhibit. This does not include the State Fair period when 68,965 visited the fish exhibits.

Other figures show that in one hour during the year a total of 538 passed through the doors. The largest day they had was 2,227; week, 5,631, and largest month, excluding October, was 16,415.

Waterfowl Show to Be Larger for 1941 Fair

The poultry department at the State Fair will again present a waterfowl show, which proved to be one of the most popular features of the 1940 poultry show.

Held in the huge pool built for the purpose in 1939, more than 800 geese and ducks were shown in 1940 and it is expected that at least a thousand waterfowl of various types will be exhibited this year.

The increased number of entries being received for this show is a reflection of the increased interest in waterfowl production in the Southwest.

Many Fraternal Orders Planning for Day at Fair

All Texas fraternal organizations have been invited to join in the Fraternal Day celebration which will be held on Monday, October 6, during the State Fair of Texas. Many fraternal orders have accepted the invitation and events are being scheduled for the celebration.

A huge street parade will start off the day and Harry L. Seay, president of the fair, has named Claude B. Hamilton and John H. Cullom to complete arrangements for the day.

Women drill teams from all Texas women's fraternal organizations will be invited to compete.

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Intrastate Shipments Of Crude Oil Increase

Intrastate shipments of crude petroleum from oil fields to refineries have grown more than 50 per cent since 1934, while interstate shipments have increased only about one-third, reports of the Bureau of Mines reveal.

In 1940 U. S. refineries received 1,256,311,000 barrels of domestic crude petroleum, of which 768,734,000 barrels were produced in oil fields located in the same state as the refinery. Six years before, in 1934, shipments to refineries from oil fields in the same state amounted to 494,000,000 barrels out of total domestic refinery receipts of 862,400,000 barrels. In addition to domestic crude oil, the refineries also got 42,738,000 barrels of imported oil in 1940, compared with 35,600,000 barrels in 1934.

Texas shipped more crude oil in interstate commerce in 1940 than any other oil-producing state, but Oklahoma, with the second largest out-of-state crude oil business shipped to the greatest number of other states. Refineries in Illinois, Indiana, Kansas, Kentucky, Michigan, Missouri, New Jersey, Ohio, Pennsylvania, Texas and West Virginia, reported buying Oklahoma crude oil. Total quantity of Oklahoma crude oil shipped to other states in 1940 amounted to 97,732,000 barrels, compared with Texas shipments of 142,888,000 barrels. Illinois, Louisiana, New Mexico and Kansas, also ship large amounts of crude oil to other states; the remaining oil-producing states together sold only 46,512,000 barrels to out-of-state refineries. None of these data include quantities exported to foreign countries.

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Dallas: Show Window

(Continued from Page 38)

The great number of executives in these branch offices has given Dallas a proportionately larger number of high-income families than most cities of similar size.

With respect to retail business, Dallas has become "The Show Window" for a vast area—the style center for some 12,000,000 people. It is a little difficult for people in other parts of the country to comprehend the distances down here and the abandon with which a Texan drives 200 or 300 miles. Dallasites "week-end" in Galveston on the Gulf and "drop in" on friends in San Antonio 300 miles away. This same nonchalance about traveling accounts for the fact that the Dallas Retail Trading Zone includes 36 counties in north, east and central Texas (21.2 per cent of the population of the state).

A reliable three-year traffic count for Dallas shows that 17,500 cars daily drive into Dallas... 9,500 from the eastern half of the state and 8,000 from the western half. How much these people actually spend in Dallas is hard to determine, but Dallas department stores estimate that 40 per cent of their volume comes from customers who live outside of Dallas.

Another point that is rapidly being noised around the country by traveling salesmen, visiting conventionists and columnists... that Dallas women are among the best looking and best dressed in the world. Small wonder when you consider that the incomes of their fathers and husbands are well above the national average and that the general feeling of optimism, security and well-being which permeates this city is conducive to spending.

Store Sales Increase

Department store sales this year are 10 per cent above what they were last year, the Texas University Bureau of Statistics reports. Biggest increase has been reported by men's clothing stores which have posted a 45.6 per cent gain over last year. For the first four months of 1941 dry goods and apparel shops were 8.9 per cent ahead of last year in sales and women's specialty shops showed a gain of 6.8 per cent over last year's figures.

History-Breaking Sales Forecast For Texas

Forecast of autumn retail sales zooming to the highest peak in the history of this state was made recently by a University of Texas statistician in surveying flourishing Texas business.

While Texas business reveals less spectacular gains than in the country at large, the coming months hold a bright prospect for Texans, Dr. F. A. Buechel, associate director of the University's Bureau of Business Research, predicted.

He warned, however, of rising costs of living, following curtailed production of certain types of consumer's goods.

Wide margins of gains for June over June last year were cited in almost all the bureau's indexes of Texas business

—the component index made up of six major business factors climbing to 114.9 or 16.5 points above June, 1940.

Employment—up 11.9 per cent over June, 1940.

Payrolls—up 26.6 per cent.

Department store sales—up 19.7 per cent.

Electric power consumption—up 9.5 per cent.

Postal receipts—up 13.9 per cent.

Lumber production—up 10.4 per cent; shipments—up 15.8 per cent; unfilled orders at the end of the month—up 180.9 per cent.

Building permits—up 46 per cent.

Commercial failures—down 16.7 per cent in number, down 44.5 per cent in liabilities.



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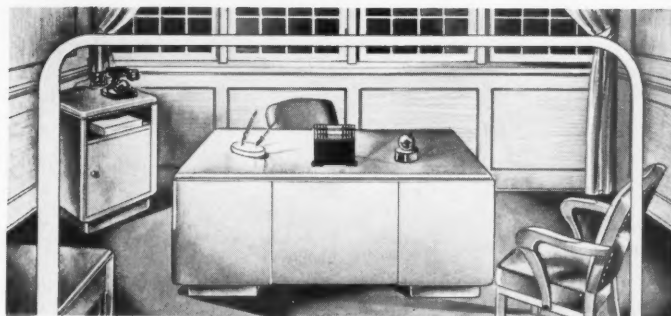
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Cotton and Wheat Show Big Increases This Year

Predicting that even cotton and wheat may "get on the bandwagon" and begin adding momentum to the upswing of Texas agricultural income, a University of Texas economist reports that receipts from farm products are a third higher than this time last year.

Income from all types of farm products in June totaled \$42,714,000, as

compared with \$32,083,000 in June, 1940.

The first half of 1941 added 25 per cent more to the farmer's income than he received in the first half of 1940, to bring his total cash receipts to \$164,849,000.

For the most part, the wide margin of gain over 1940 occurred in the districts devoted largely to the production of livestock and livestock products or to the production and processing of fruits and vegetables.

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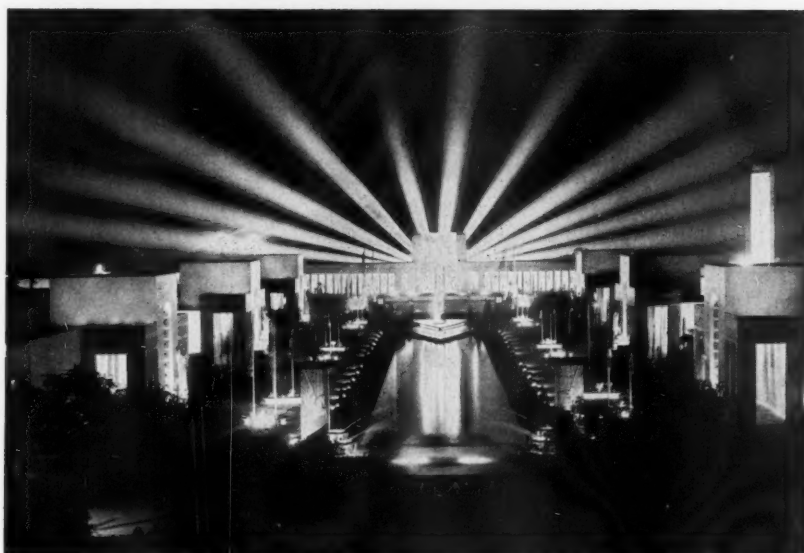
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